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NO. 36
APR
2024

MAD



Love
STINKS
Issue



*Roses are red;
Violets are blue;
We make our bread
On clods like you!*

Norman Mailer

ORIGINALY PUBLISHED MAD #133, MAR 1970
ARTIST NORMAN MINGO

MAD

NO. 36 APRIL 2024

WILLIAM M. GAINES FOUNDER

SUZY HUTCHINSON ART DIRECTOR

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CONTRIBUTING ARTISTS & WRITERS The Usual Gang of Idiots

INSIDE BACK COVER A MAD Fold-In by Johnny Sampson

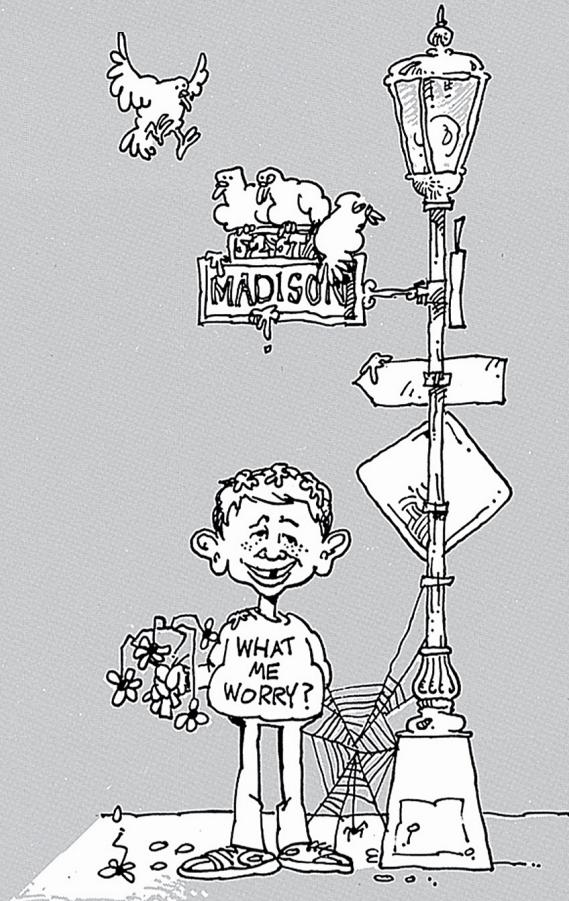
VARIOUS PLACES Drawn Out Dramas by Sergio Aragónés

COVER ARTIST Mark Frederickson

The vintage MAD pieces reprinted in this issue were produced in a time that was less mindful and sensitive to matters of race, gender, sexual identity, religion, and food allergies. The text of these articles is presented mostly unaltered (and with crossed fingers) for historical reference.



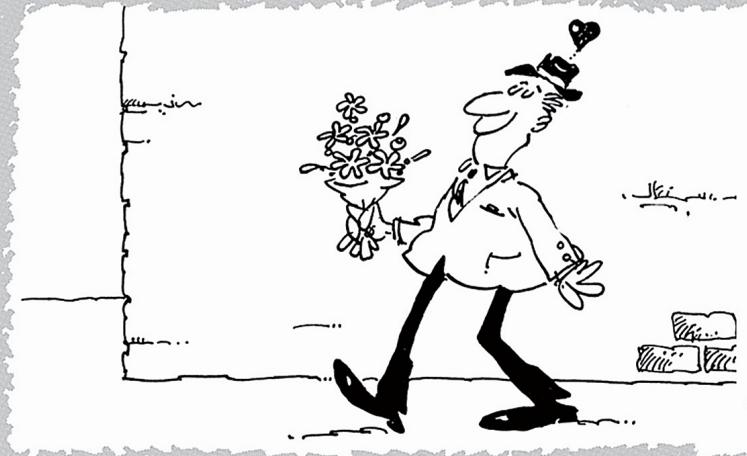
SERGE-IN GENERAL DEPT.

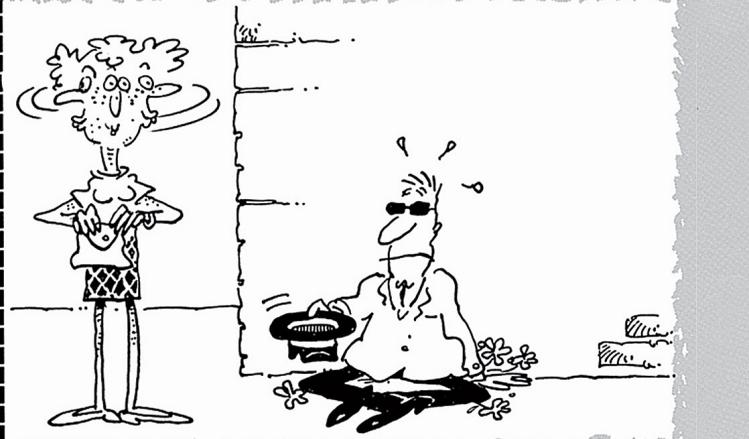
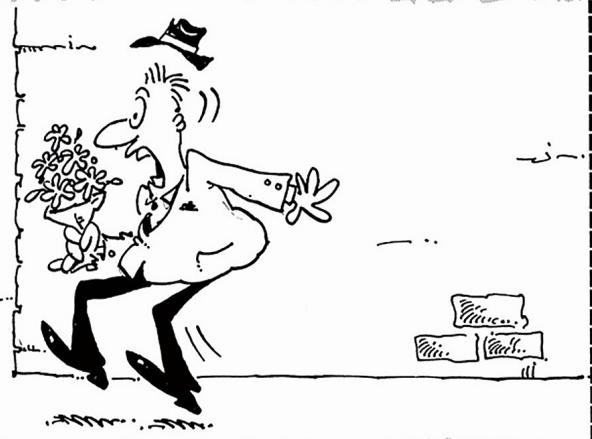
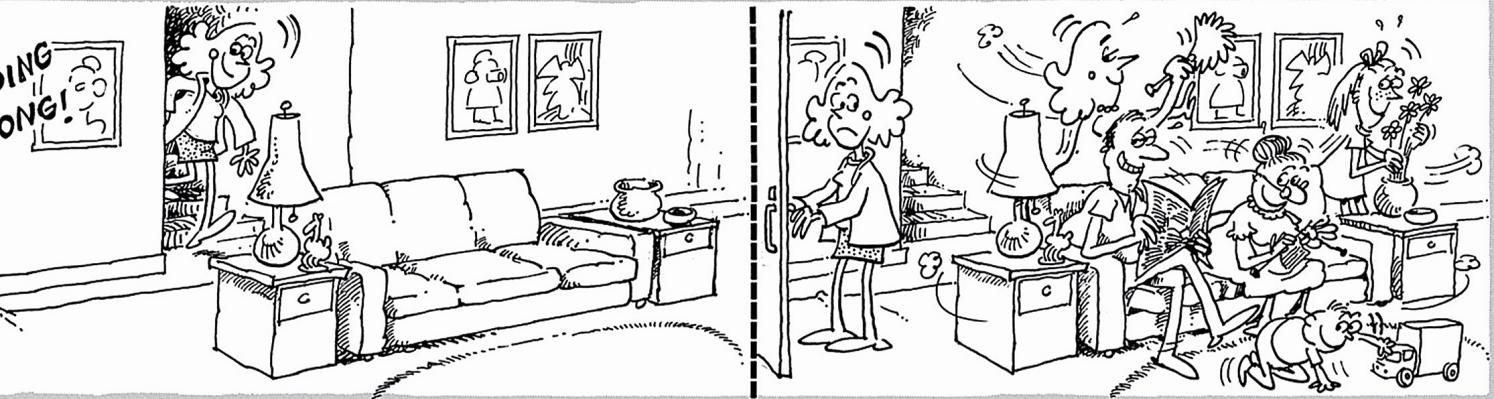


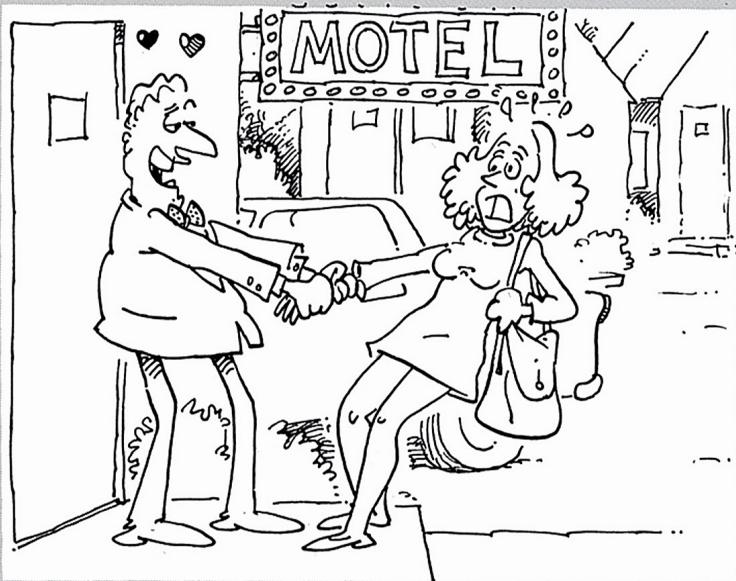
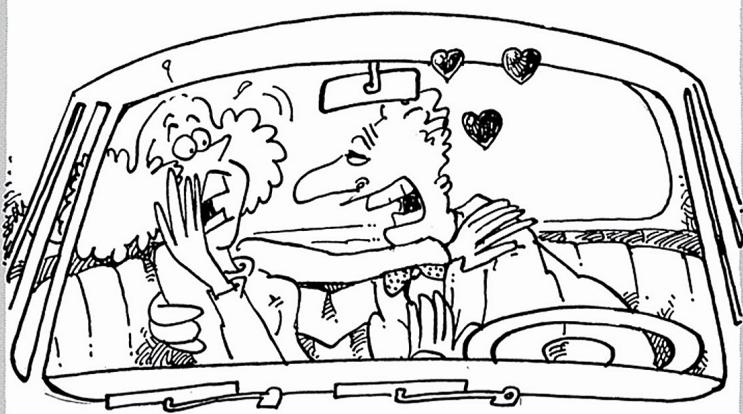
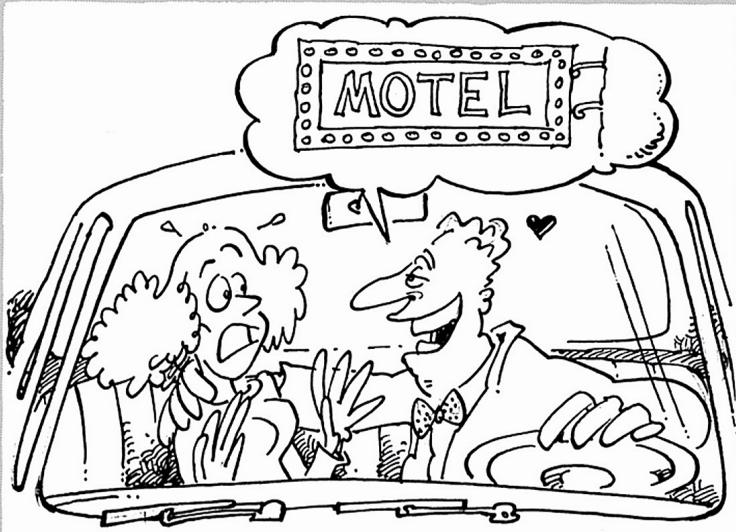
A MAD LOOK AT DATING



DATING



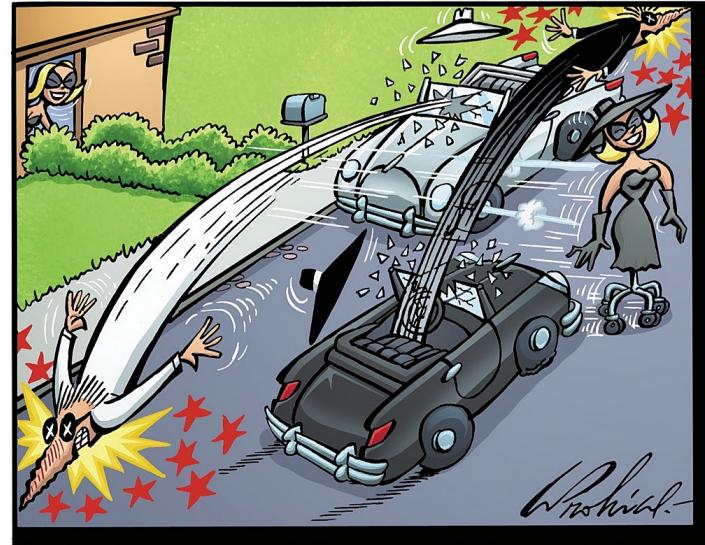
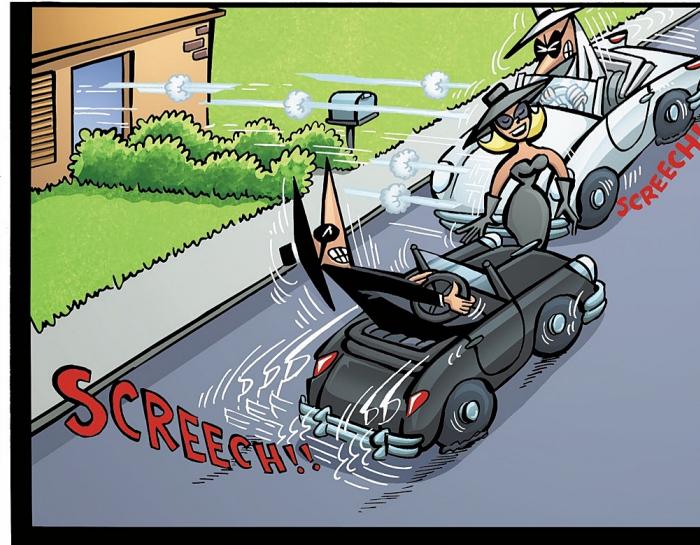
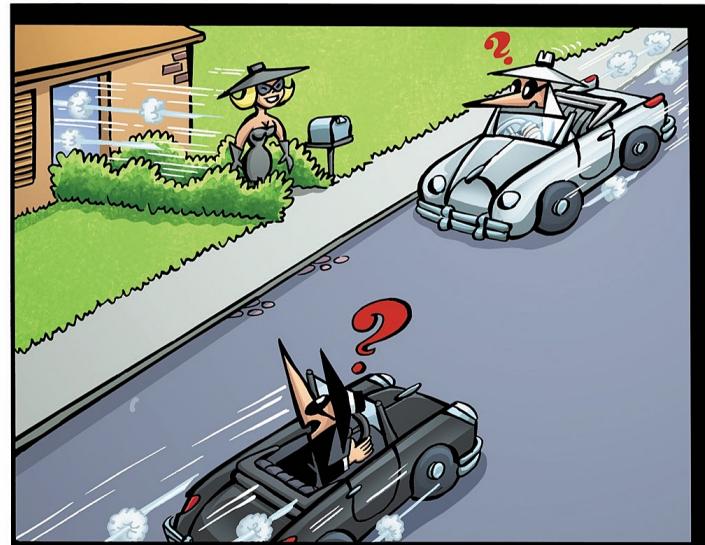
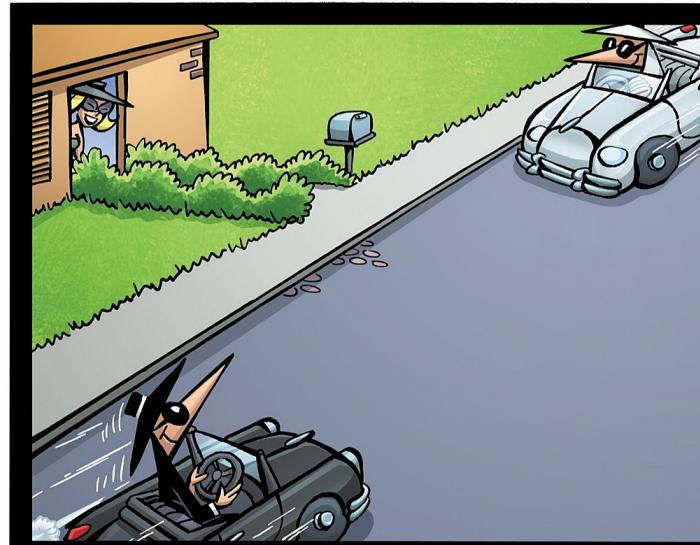
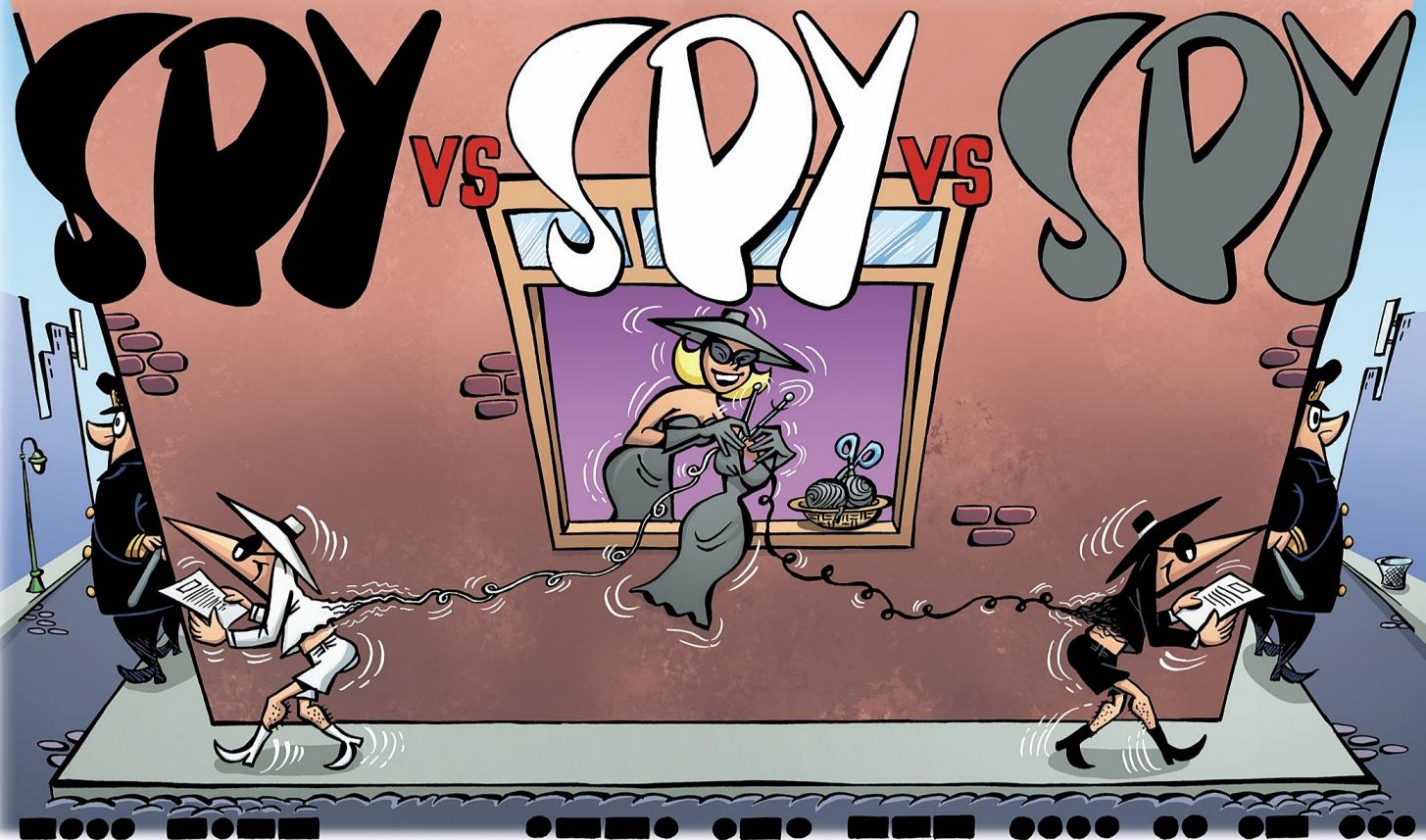




ORIGINALLY PUBLISHED IN MAD #271, JUN 1987



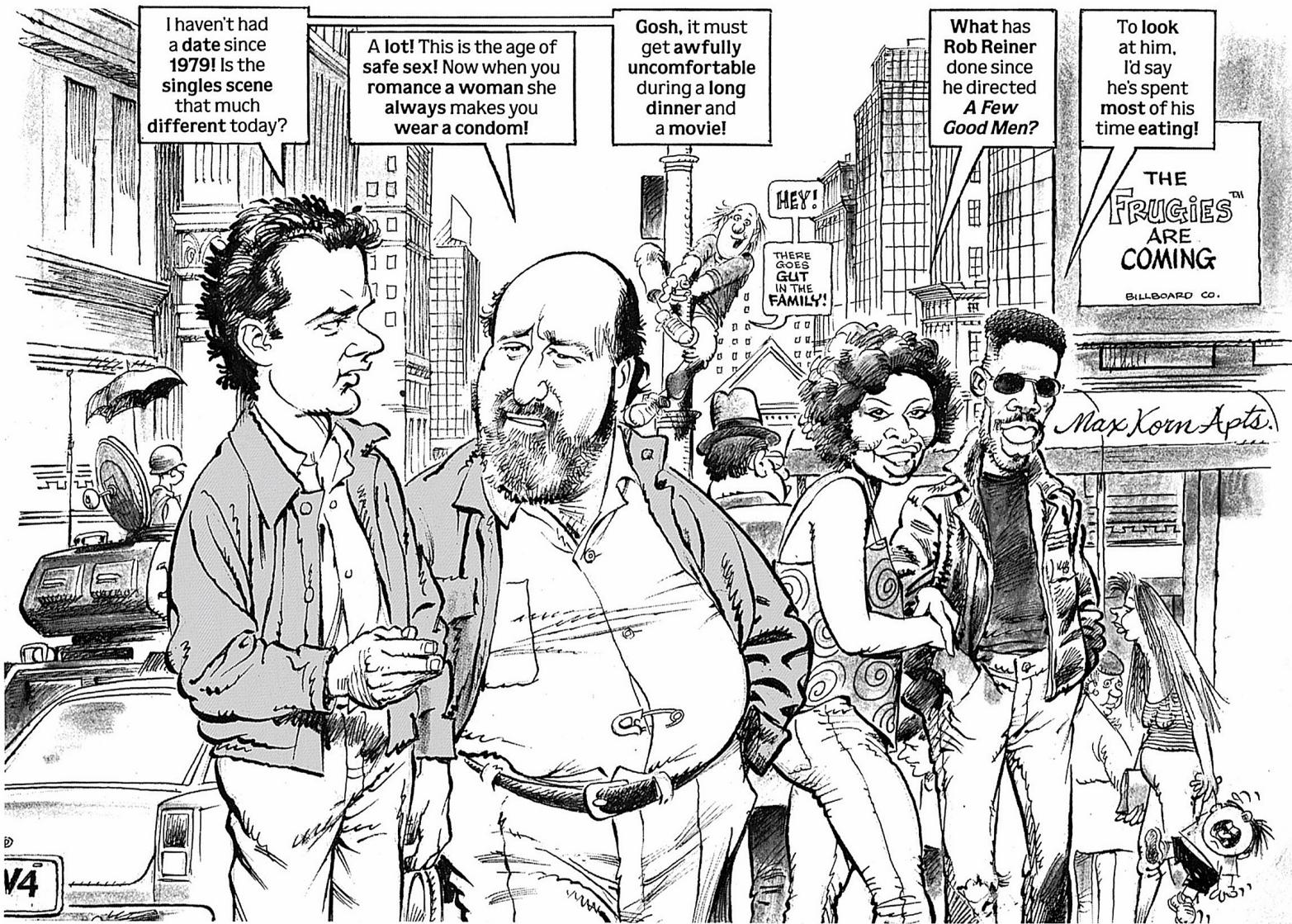
FRAGONE'S 87



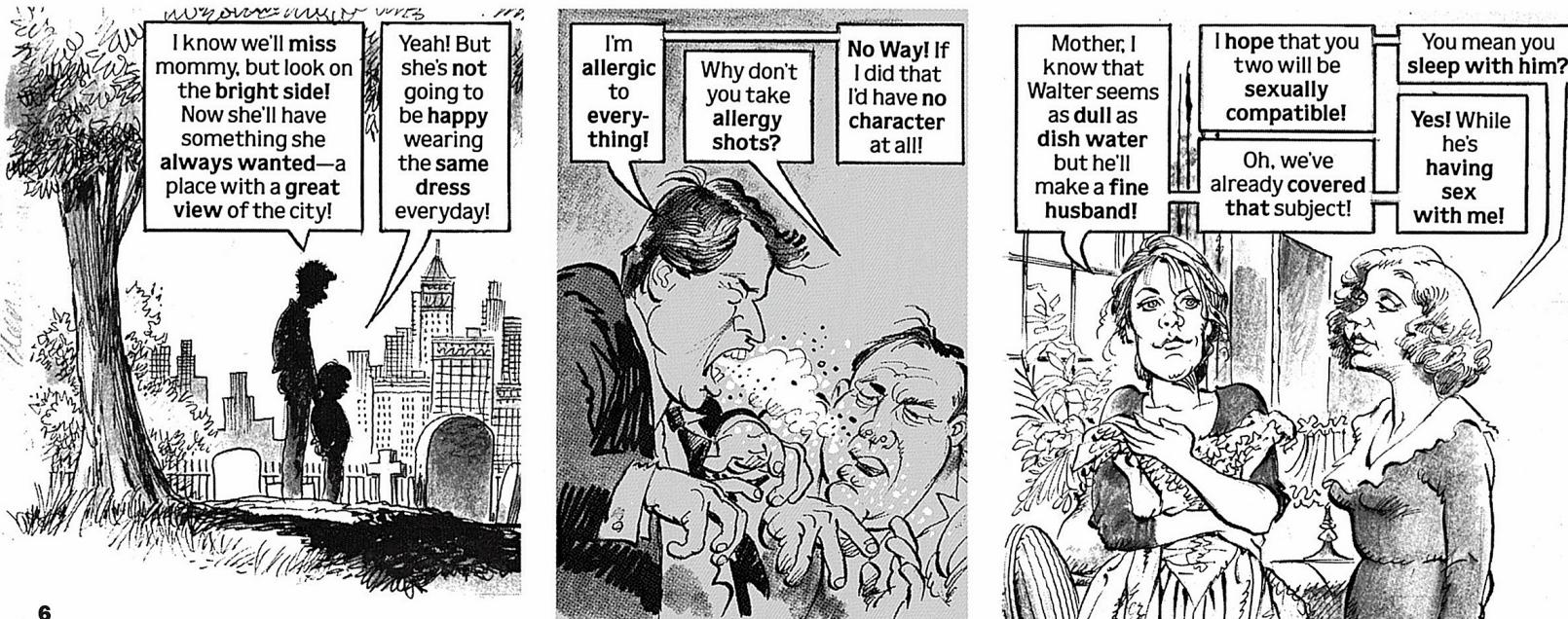


A-TOM-MEG BOMB DEPT.

In a new movie Tom Hanks plays a recently-widowed architect. He's good-looking, warm, charming, and lives in a spectacular house boat in Washington state. Despite all these virtues, the writer of this film would have us believe that Hank's character has trouble getting dates! In fact, he's reduced to having his 10-year old son pimp for him on a national call-in radio show! Is it any wonder that we refer to this pathetic Hanks character as...



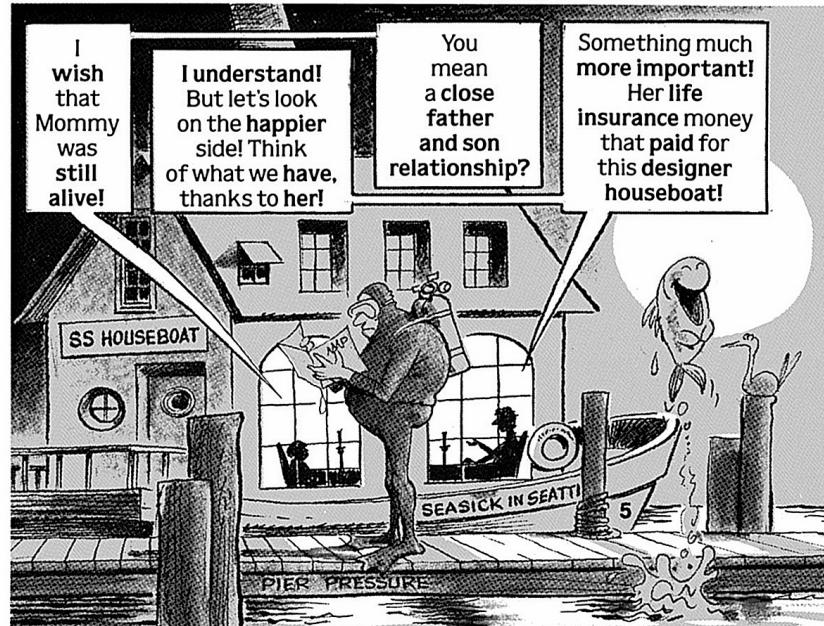
WRITER STAN HART

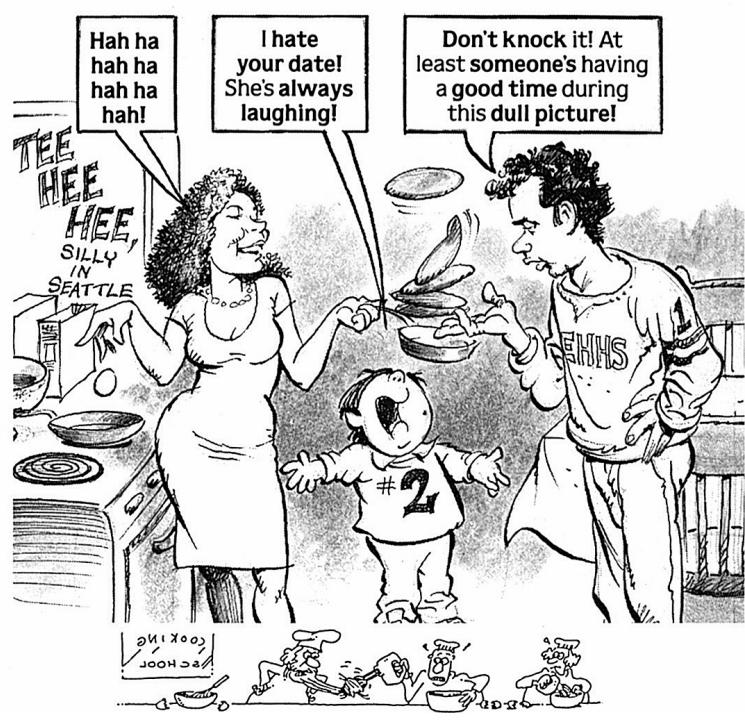
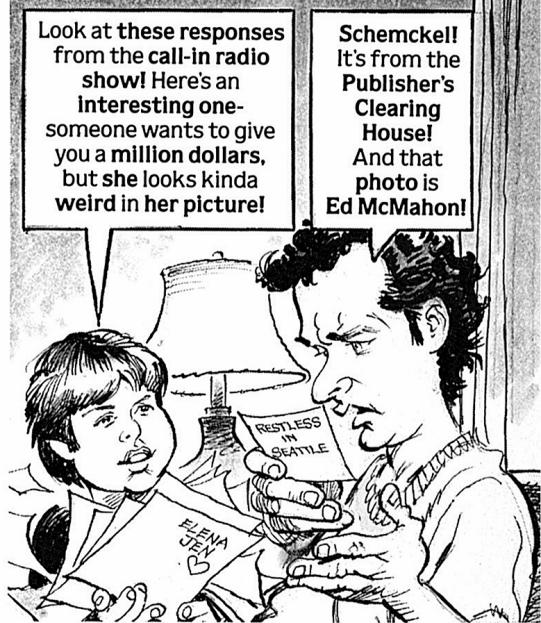
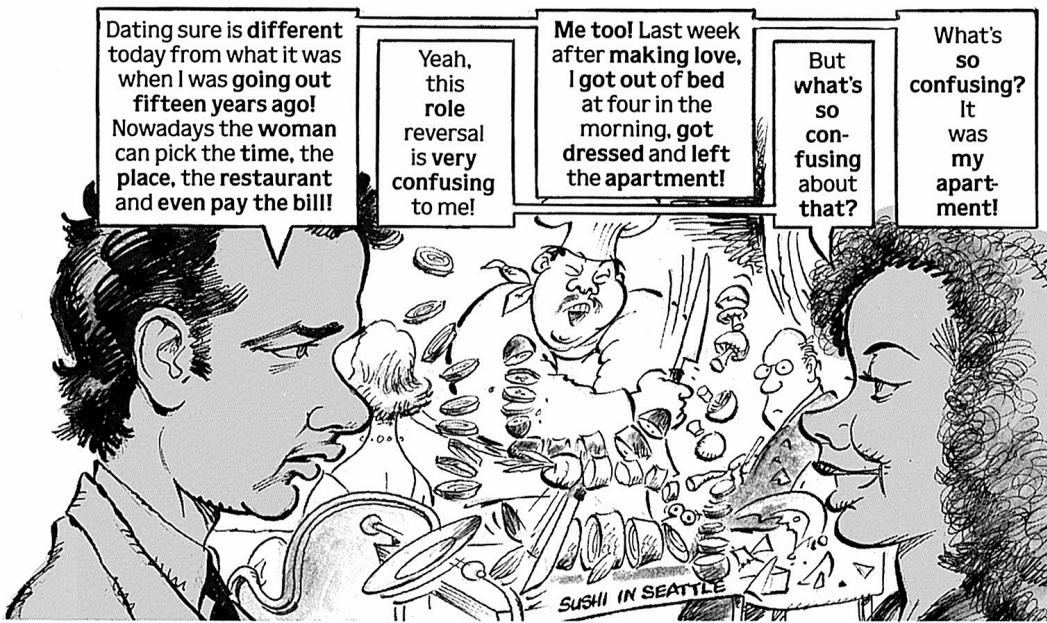
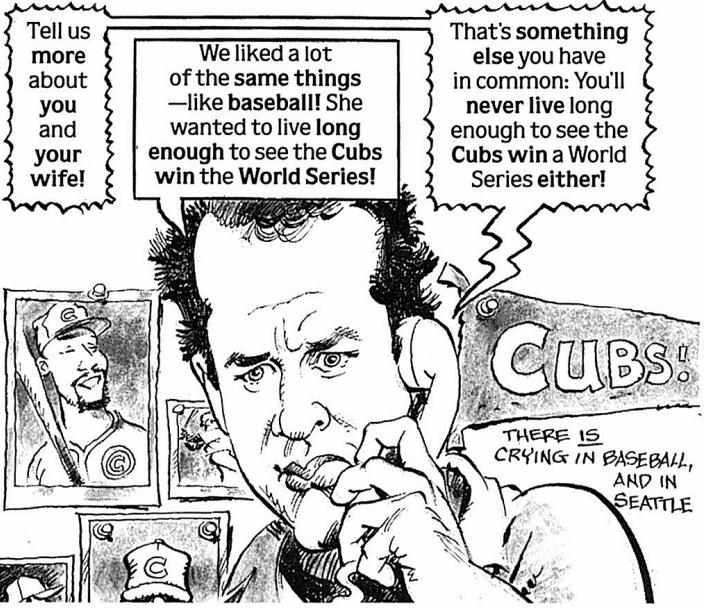


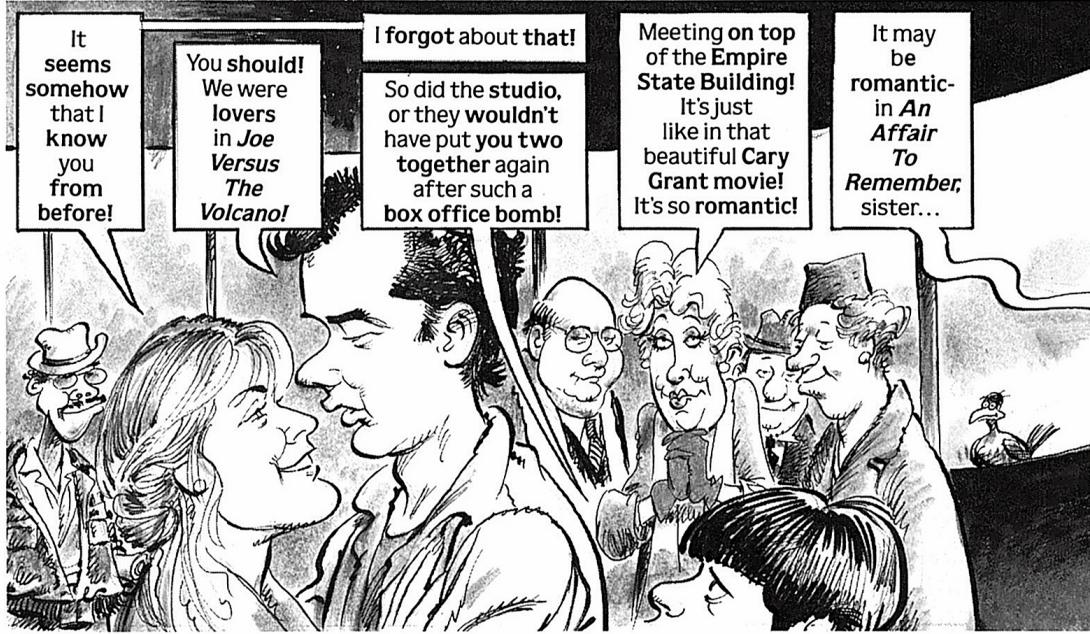
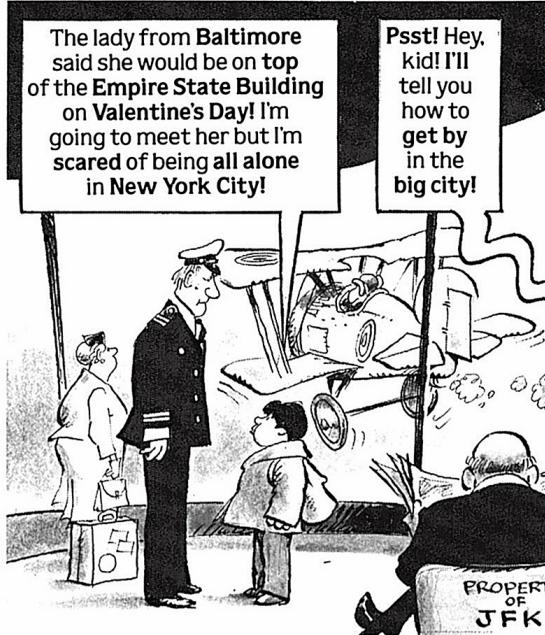
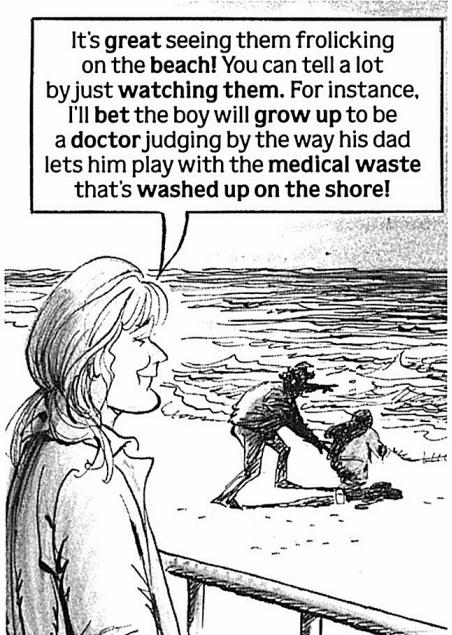
SENSELESS IN SEATTLE



ARTIST MORT DRUCKER







ORIGINALLY PUBLISHED IN MAD #324, JAN 1994



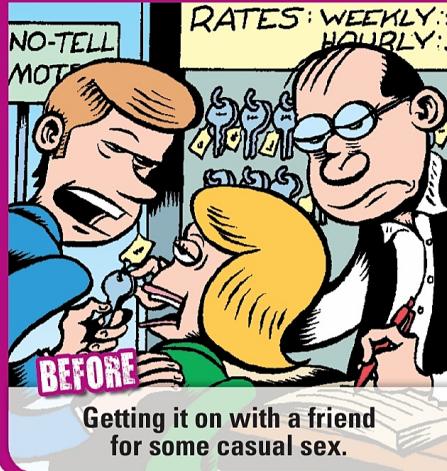


THE COST OF LOVING INDEX DEPT.

Over the last few years, the Great Recession has caused millions of job losses, benefit cuts, and diets of nothing but Spam. Given that you're probably reading this on a damp piece of cardboard under the expressway, this ain't exactly news to you. But what you may not know is that one of the things most diminished by the recession is romance. For the average shmo, those expensive candlelit evenings have gone the way of AIG — and no stimulus package will ever bring them back! So pour a Mason jar of Thunderbird, pull your loved one close, and read...

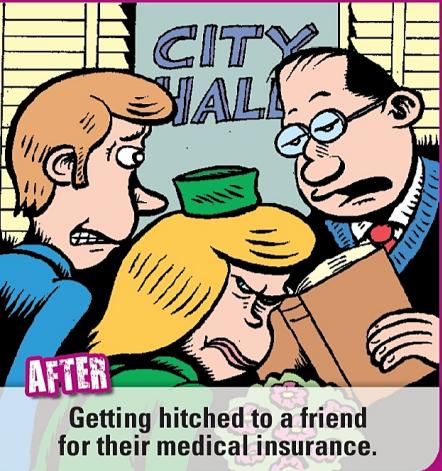
ROMANCE: BEFORE & AFTER THE ECONOMIC SLUMP

FRIENDS WITH BENEFITS



BEFORE

Getting it on with a friend for some casual sex.

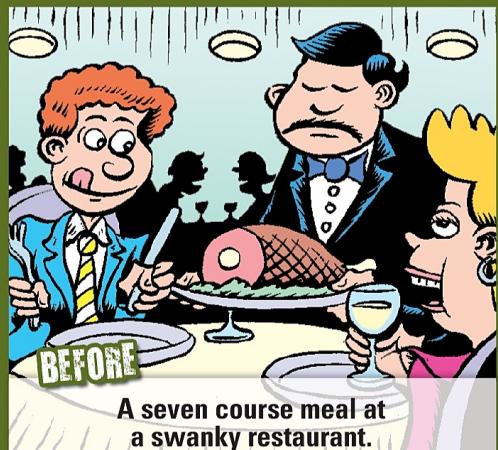


AFTER

Getting hitched to a friend for their medical insurance.

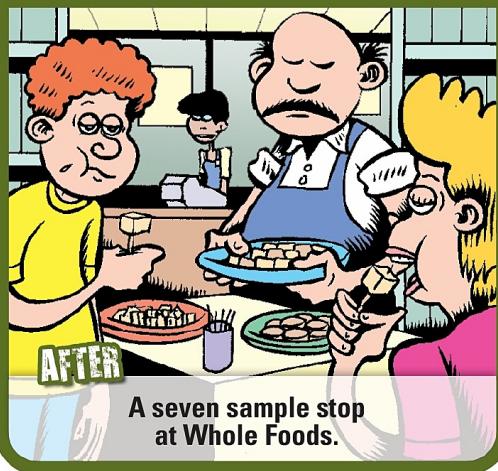
WRITER BARRY LIEBMAN ARTIST PETER BAGGE

IMPORTANT DATE



BEFORE

A seven course meal at a swanky restaurant.



AFTER

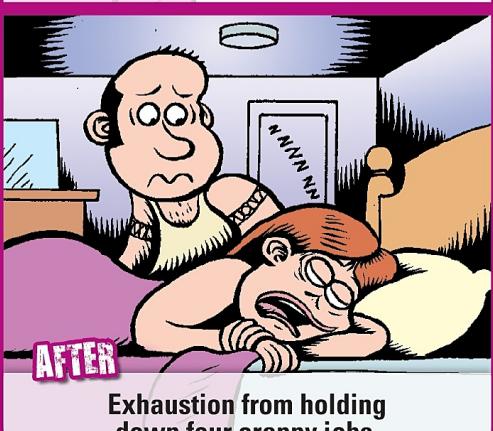
A seven sample stop at Whole Foods.

NUMBER ONE BIRTH CONTROL METHOD



BEFORE

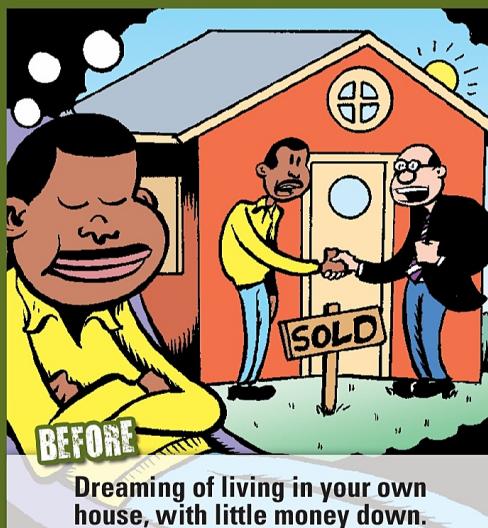
Condoms.



AFTER

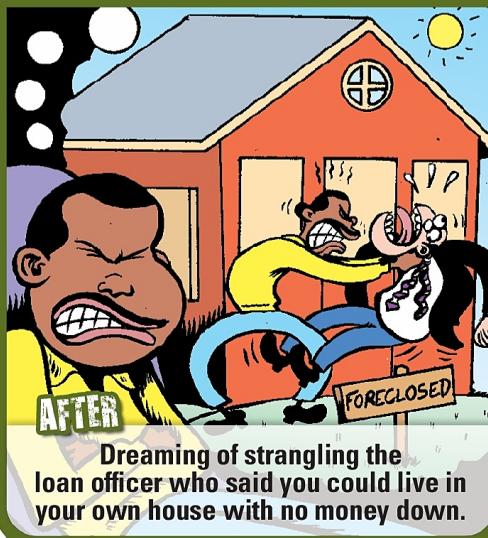
Exhaustion from holding down four crappy jobs.

FANTASIES OF YOUR FUTURE TOGETHER



BEFORE

Dreaming of living in your own house, with little money down.



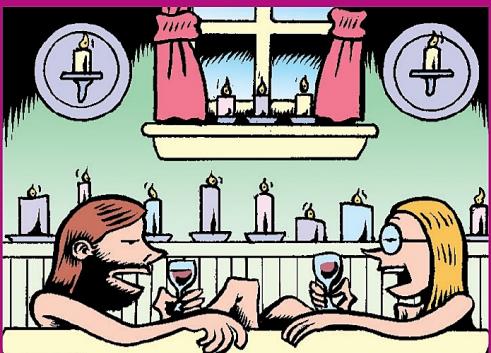
AFTER

Dreaming of strangling the loan officer who said you could live in your own house with no money down.



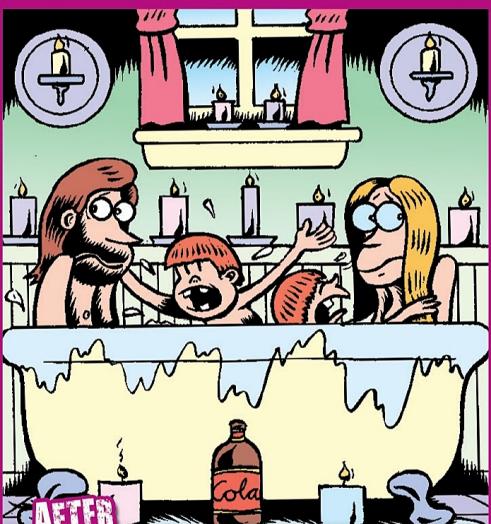
MILESTONE TURN-ONS

SETTING THE MOOD



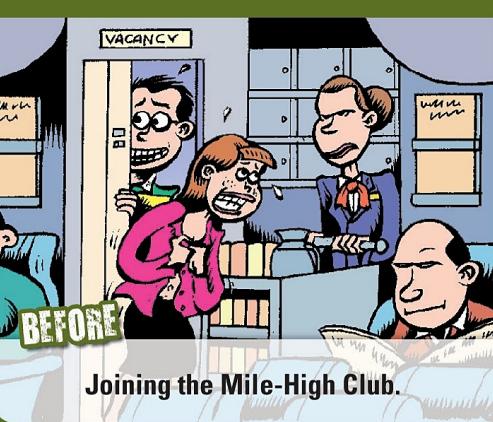
BEFORE

Candles on the dinner table and around the bathtub, to exude an exotic atmosphere.



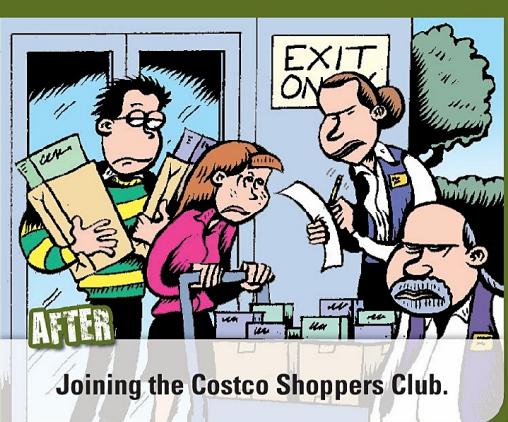
AFTER

Candles on the dinner table and around the bathtub, because you couldn't pay your electric bill.



BEFORE

Joining the Mile-High Club.



AFTER

Joining the Costco Shoppers Club.

DATE PREPARATION



BEFORE

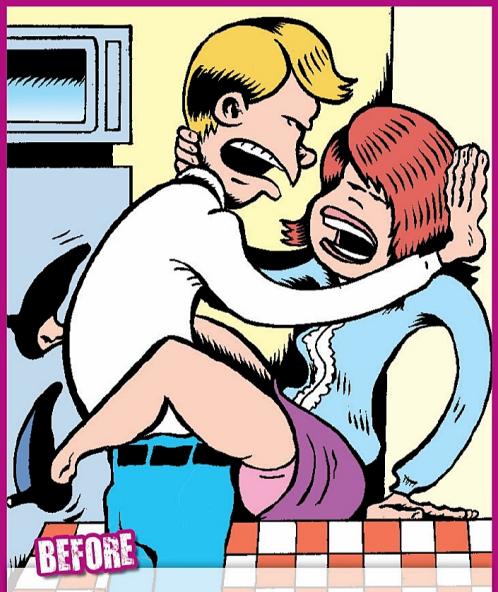
Going to a chi-chi boutique for sexy underwear and a push-up bra.



AFTER

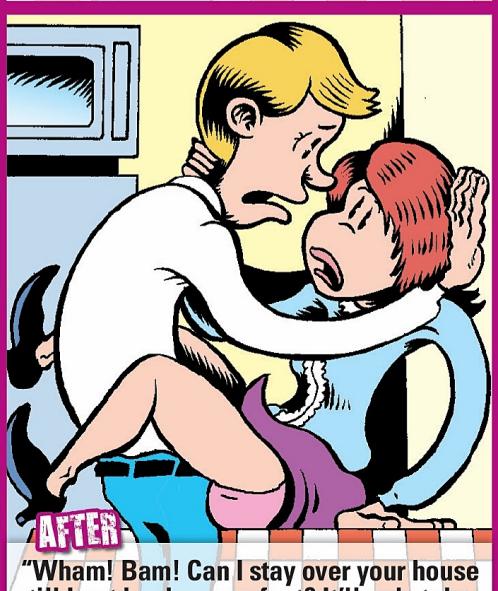
Going to a chi-chi boutique for a free spritz of whatever perfume they're pushing.

A QUICKIE



BEFORE

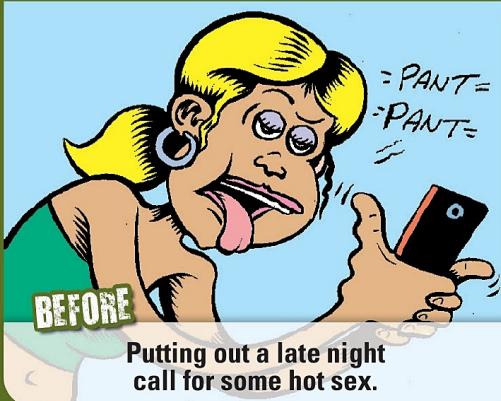
"Wham! Bam! Thank You Ma'am!"



AFTER

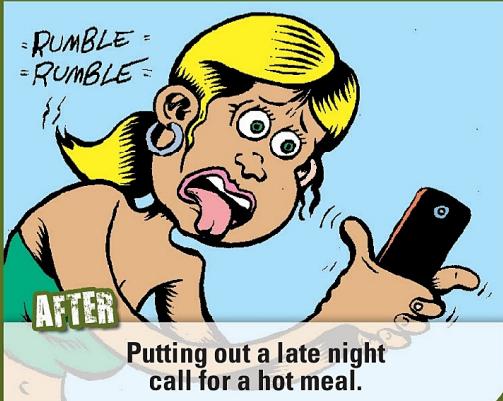
"Wham! Bam! Can I stay over your house till I get back on my feet? It'll only take three months. Six months, tops!"

SEXTING



BEFORE

Putting out a late night call for some hot sex.



AFTER

Putting out a late night call for a hot meal.



MAD'S MADDEST ARTIST DEPT.



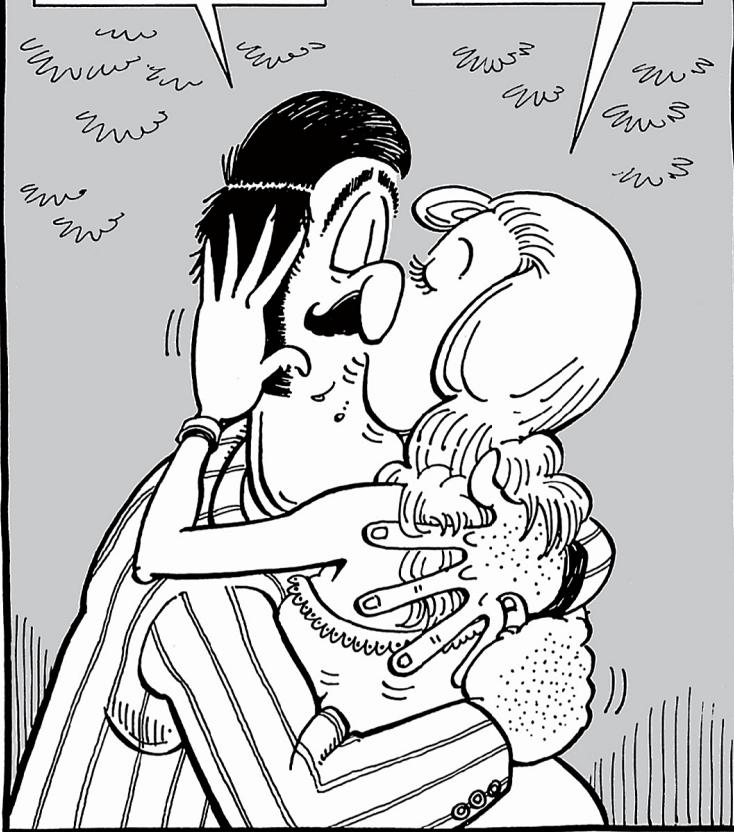
ONE BEAUTIFUL EVENING LAST MAY

Goodbye, my Darling ...
smack ... my Love ...

Goodbye, my Sweet ...
smack ... my Heart ...

I hate to leave you ...
smack ... Honeybunch ...

I hate to see you go ...
smack ... my Beloved ...

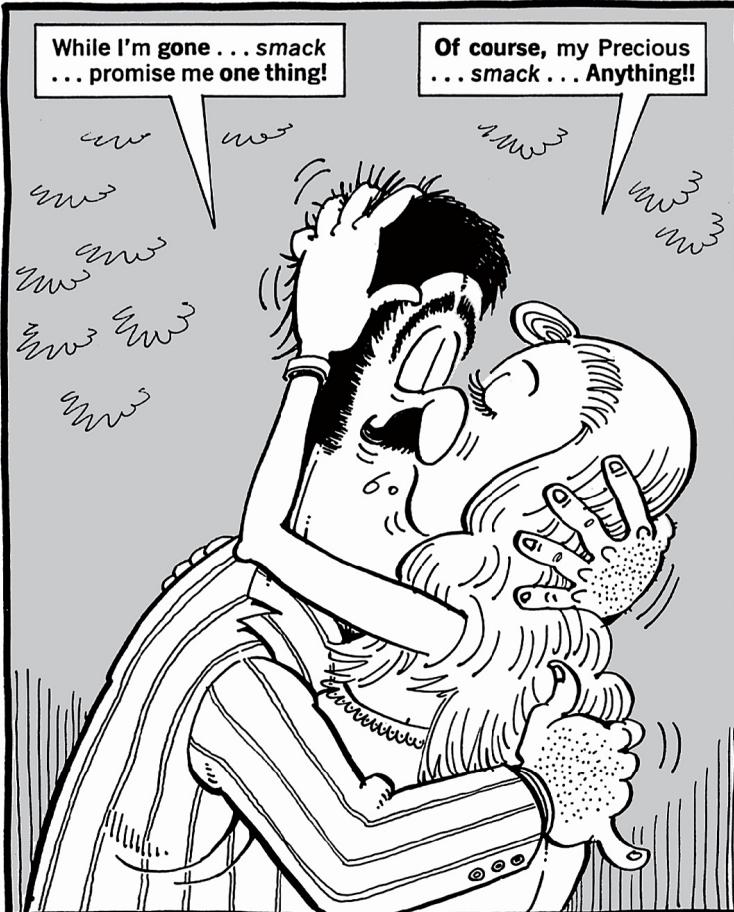


WRITER & ARTIST DON MARTIN

While I'm gone ... smack
... promise me one thing!

Of course, my Precious
... smack ... Anything!!

Promise me you'll SHAVE OFF YOUR MOUSTACHE!!





TABOO-LATION DEPT.

In answer to the sex polls conducted by *Cosmopolitan*, *Redbook*, and *Playboy*, a few months ago *Mad Magazine* surveyed our readership in the form of a questionnaire inserted in every 4 out of 5 issues (it figures—you got the one out of 5 with *no* insert, right?). Well, the figures have been tabulated! We are pleased to present the exciting results of...

THE MAD READER'S

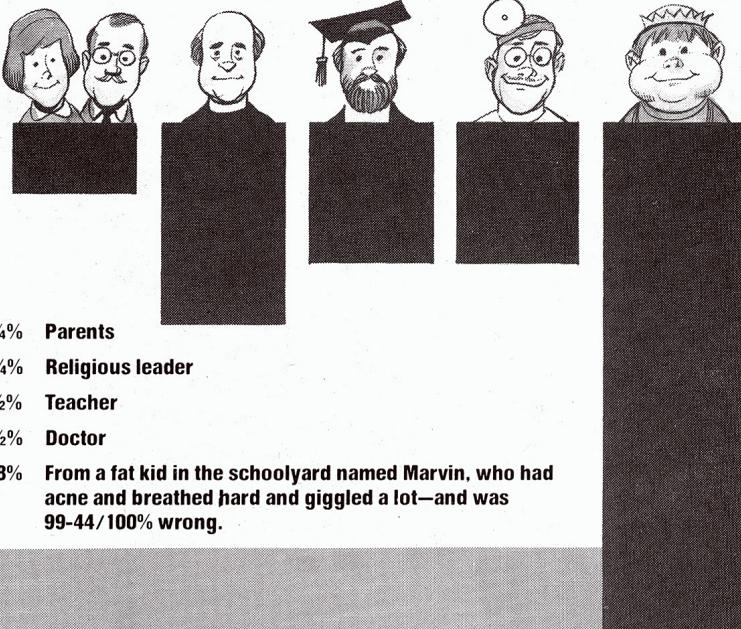
SEX SURVEY

WRITER LARRY SIEGEL

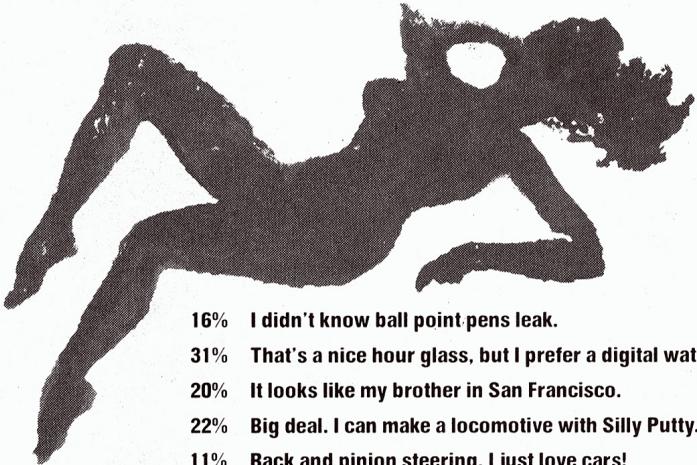
ARTIST BOB CLARKE



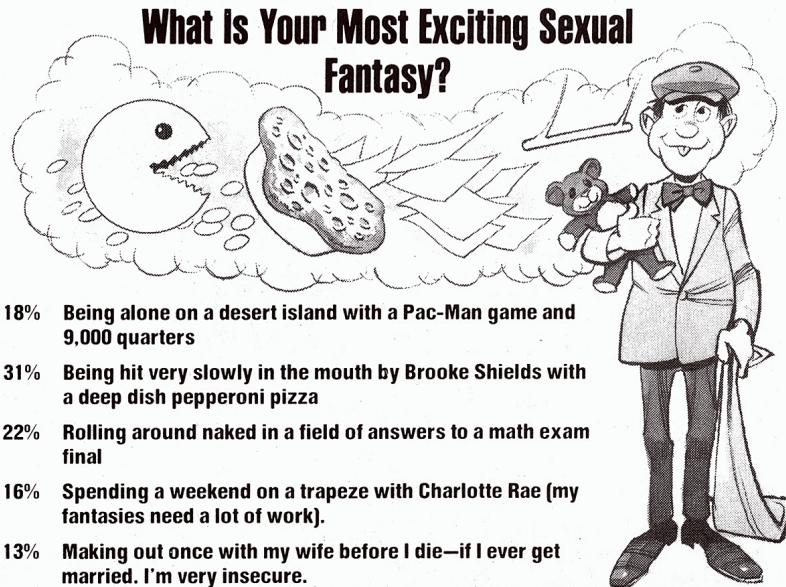
How Did You First Learn About Sex?



What Was The First Thing That Came To Your Mind When You Saw This Inkblot?



What Is Your Most Exciting Sexual Fantasy?



How Old Were You When You Had Your First Sexual Experience?

17%* Nine or under

60% 10-20

11% 21-40

7% 41-80

5% Over 80

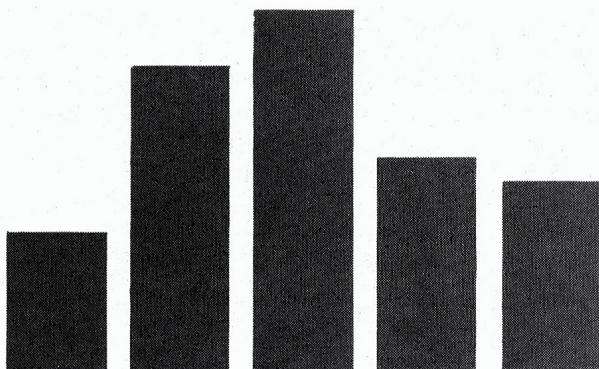
0% Over 80 who lived to be 101 after having sex

100%*

16-20 year-olds who said they were nine or under to impress friends and frat brothers and still haven't had any sex.

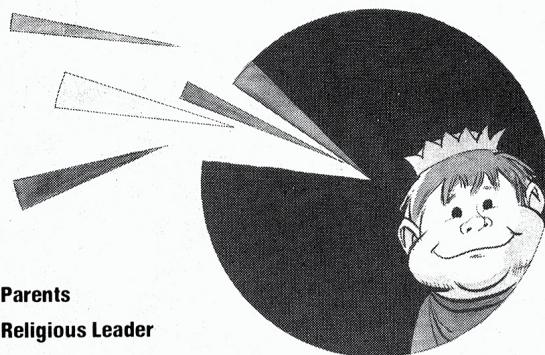


How Do You Feel About S&M?

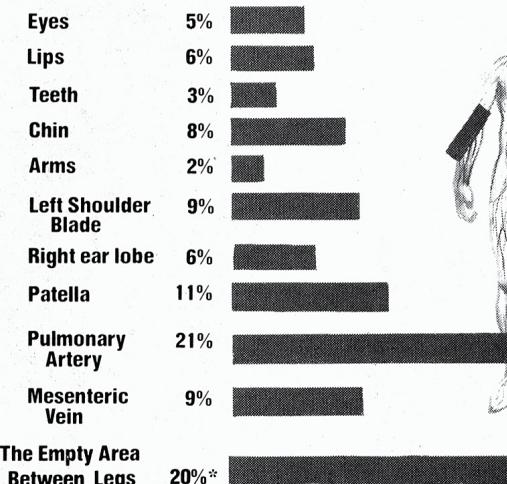


- 14% Didn't know what S&M is
- 31% Said they liked the letters B, J, and F much better
- 15% Thought S&M stood for spaghetti and meatballs
- 21% Confused S&M with M&M
- 19% Said they never eat candy during sex

Whom Do You Usually Consult With Your Sexual Problems?



What Do You Find To Be The Sexiest Feature In A Partner?



*LEARNED ANATOMY FROM KEN AND BARBIE DOLLS

What's Your Initial Reaction To This Porno Movie Scene?

- 15% How come there's no night light in this bedroom?
- 31% Does that silly lady who broke the ceiling mirror know she's going to have seven years hard luck?
- 20% The man in the dress could go to jail if he rips off that "Do Not Remove" tag from the mattress
- 18% Doesn't the man with the whipped cream know it's not kosher to mix dairy with meat?
- 16% I don't think that man truly loves his tennis shoes. He's probably just trying to make his bedroom slippers jealous!





FOOD COURTING DEPT.

Yeah, we see you and your friends, slouched around a bench in the food court, wiping boogers on each others' sleeves and wondering why those girls over there won't talk to you. You're in a tough spot (being a MAD reader makes it twice as bad, trust us), but, hey, if Larry the Cable Guy can avoid unemployment and the Red Sox can win the series, maybe even you can pick someone up at the mall! And if this almost statistically impossible scenario actually somehow does happen, you'll probably need to consult...

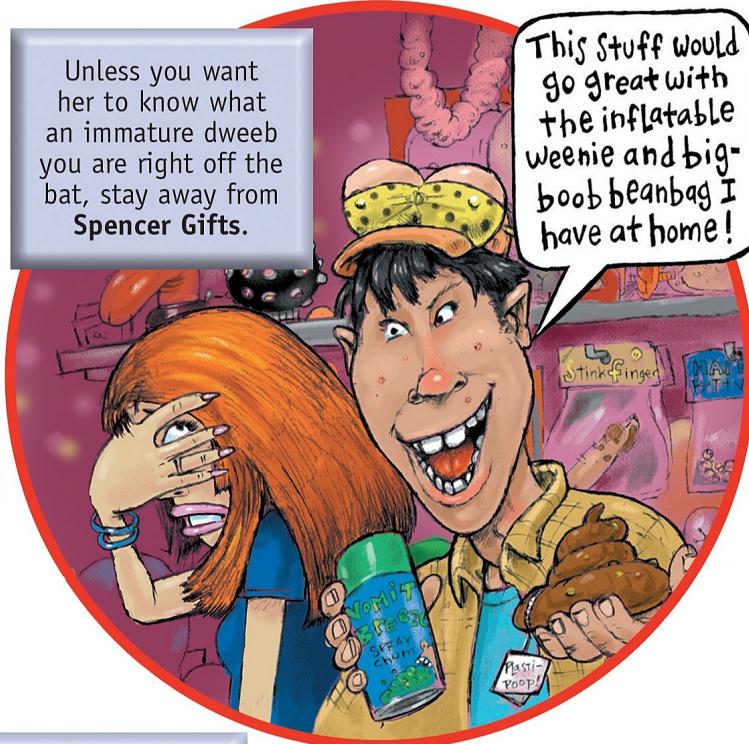
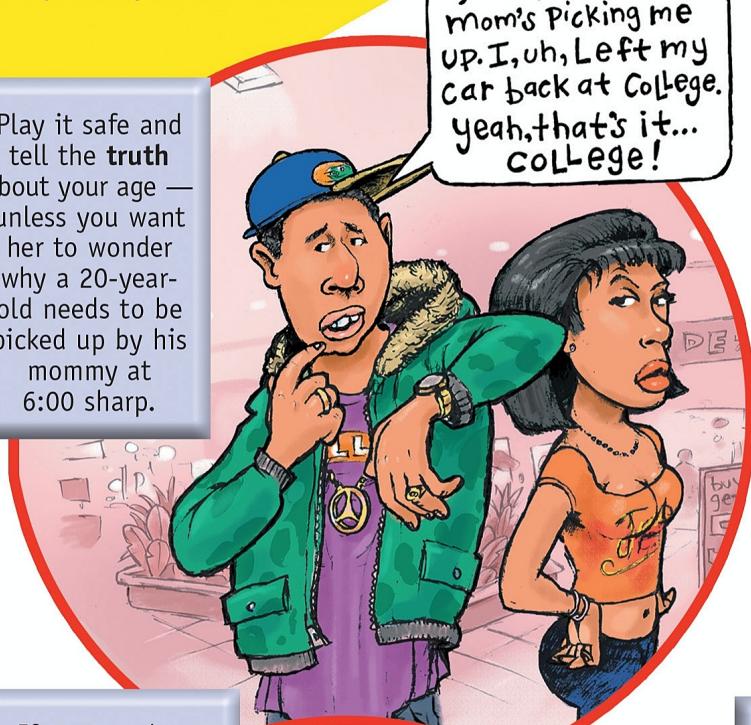
Play it safe and tell the truth about your age — unless you want her to wonder why a 20-year-old needs to be picked up by his mommy at 6:00 sharp.

The Young Man's Guide to "SUCCESSFUL" MALL ROMANCE

Yeah, er... my mom's picking me up. I, uh, left my car back at college. yeah, that's it... COLLEGE!

Unless you want her to know what an immature dweeb you are right off the bat, stay away from Spencer Gifts.

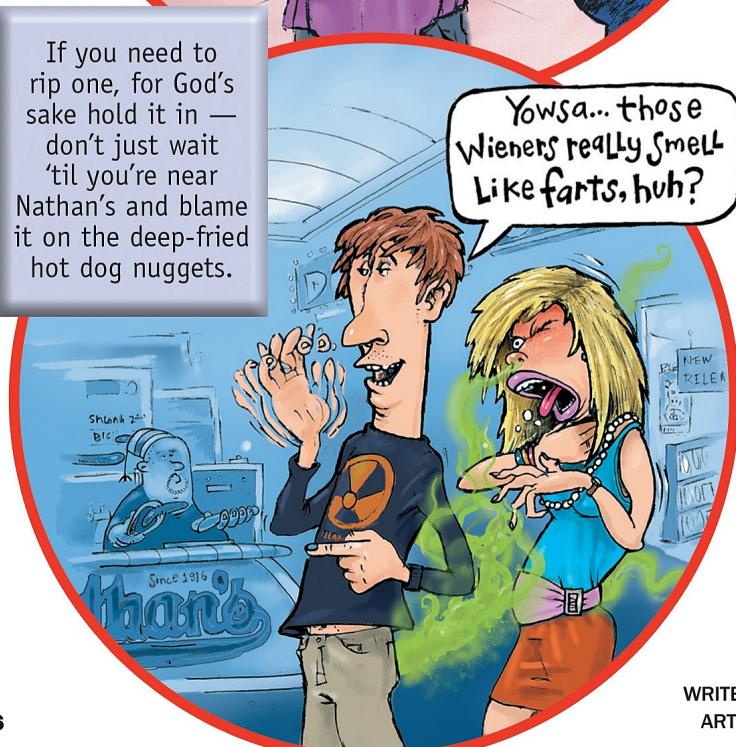
This stuff would go great with the inflatable weenie and big-boob beanbag I have at home!



If you need to rip one, for God's sake hold it in — don't just wait 'til you're near Nathan's and blame it on the deep-fried hot dog nuggets.

Yowsa... those Wieners really smell like farts, huh?

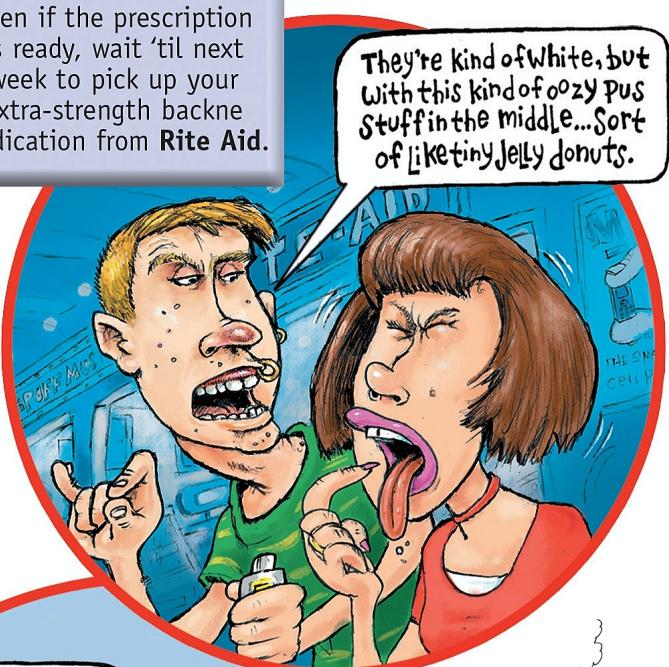
She might actually think you're intelligent if you take her into Barnes & Noble — but not if you sprint out two minutes later with a Penthouse jammed in your pants.



If your annoying tagalong friend won't leave the two of you alone, it's perfectly acceptable to jam something in his pocket and notify security.

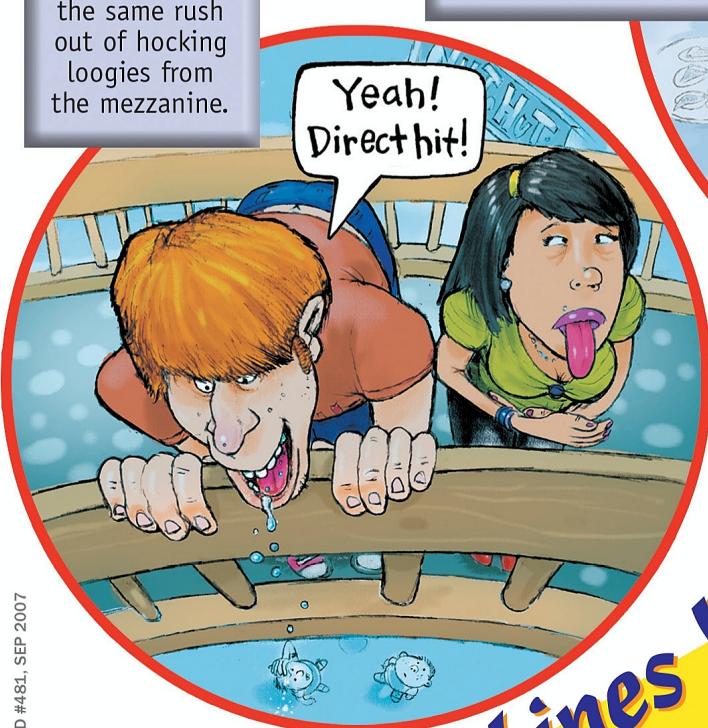


Even if the prescription is ready, wait 'til next week to pick up your extra-strength backne medication from Rite Aid.



Even if it's a part of your normal mall routine, girls usually don't get the same rush out of hocking loogies from the mezzanine.

It's nice to buy the girl a little something at the food court, but not with a wet stack of nickels you trolled from the coin fountain.



Forget the Disney store—
I'll give you a HAPPY ENDING!

My escalator goes
ALL THE WAY UP,
Know what I mean?

Hey, baby! I
don't know about
the BATH part, but
YOUR BODY WORKS!

I'm calling MALL
SECURITY—cause
you've stolen
my Heart!

y'know, Santa's
not the ONLY one in
this mall with a
warm lap to sit on!

SPOILED MEET DEPT.

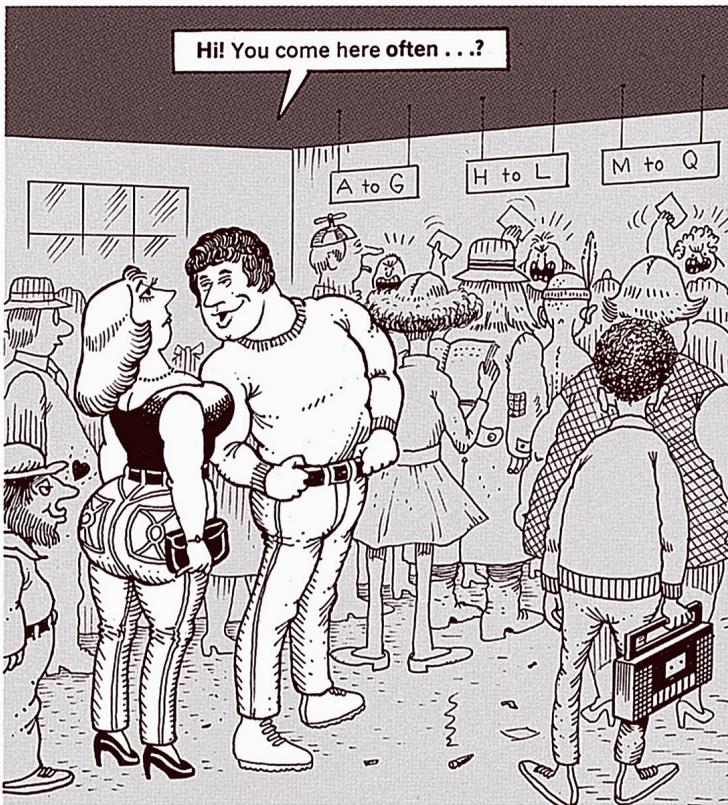
MAD PRESENTS SOME GRAP

WHEN NOT TO USE FAN

AT A PARTY . . .



AT THE UNEMPLOYMENT OFFICE . . .



DURING AN EMERGENCY . . .



ON A DESERT ISLAND . . .



AT A MASQUERADE . . .



HIC DEMONSTRATIONS OF...

FAMOUS "PICK-UP" LINES



AT THE ZOO ...



IN A HOSPITAL ...



IN A PAROCHIAL SCHOOL ...



ARTIST AL JAFFEE

IN A MUSEUM OF MODERN ART ...



AT A V.D. CLINIC ...



Jaffee 19

CHICKS WITH HICKS DEPT.

So you've walked out on another failed relationship. Well, not "walked out," so much as "ran out, shirtless and drunk, with officers in hot pursuit." At this point, you've been around the trailer park when it comes to looking for romance and, after two divorces, three name tattoos and five ex-stepchildren, you want to do things right. It's time to clean yourself up and learn a lesson from...

JOHN CALDWELL'S
A SECOND-RATE
ETIQUETTE GUIDE TO

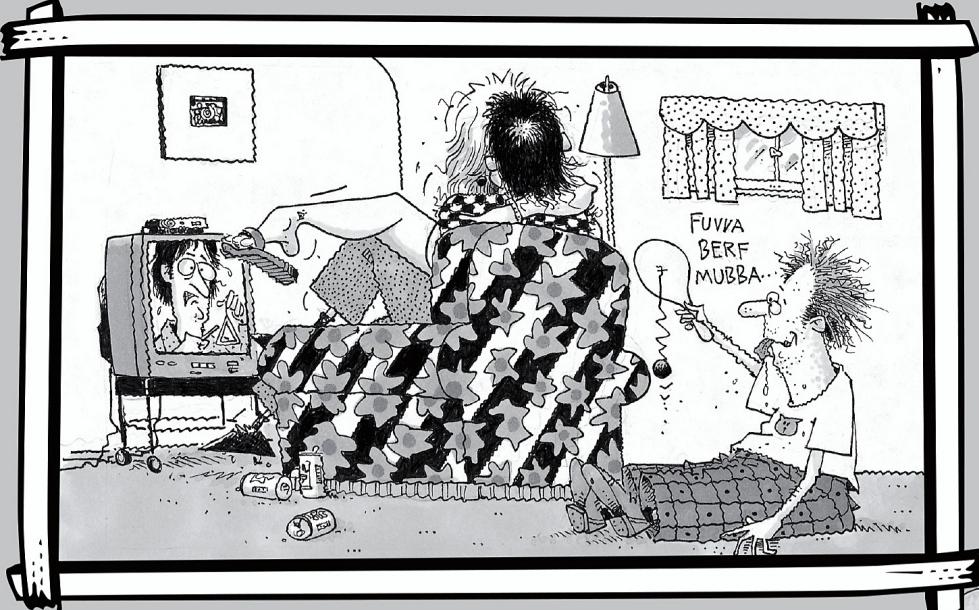
TRAILER TRASH DATING

WRITER & ARTIST JOHN CALDWELL

A good rule of thumb: if she takes you home to meet her parents, make sure beforehand that at least one of them is not also yours.



On the first date, never reveal where the space aliens probed you.



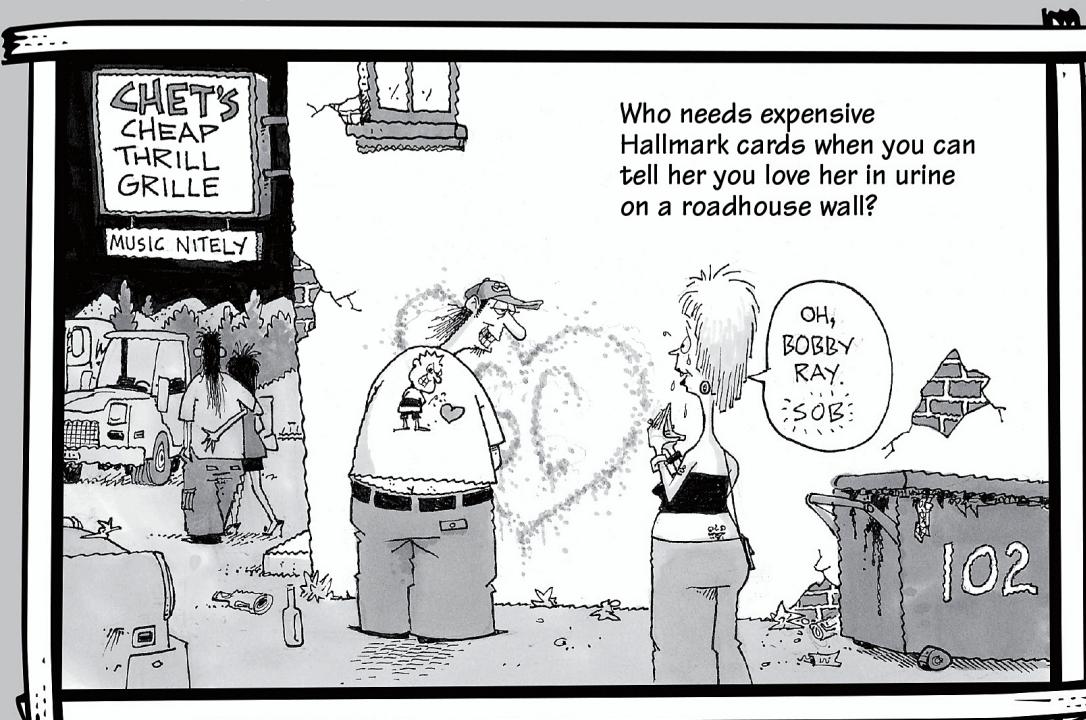
Pillow talk in CB jargon works magic.

THAT'S A BIG
TEN FOUR ON
SLAPPIN' THE BIG GREEZY
WITH A SHOVEL, COME ON!
I'M GONNA TAKE A
NUMBER NINE CLAWHAMMER
TO THE SHORTBREAD
RIGHT ABOUT NOW,
TEN FOUR?

It's considered very thoughtful to bring along a little gift to occupy her severely inbred half-brother while you two make out on the couch.



When celebrating the anniversary of that special night you first made love, it's not necessary to invite the other seven guys who were also in the back of the van.

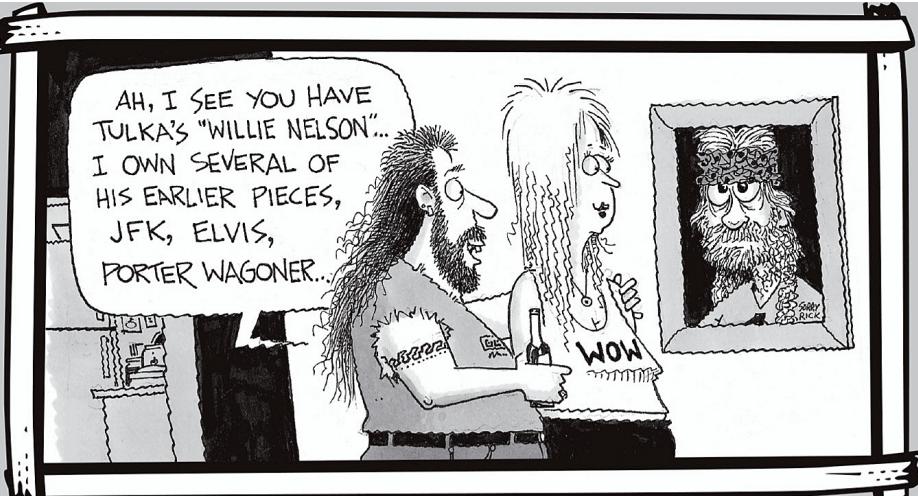


Who needs expensive Hallmark cards when you can tell her you love her in urine on a roadhouse wall?

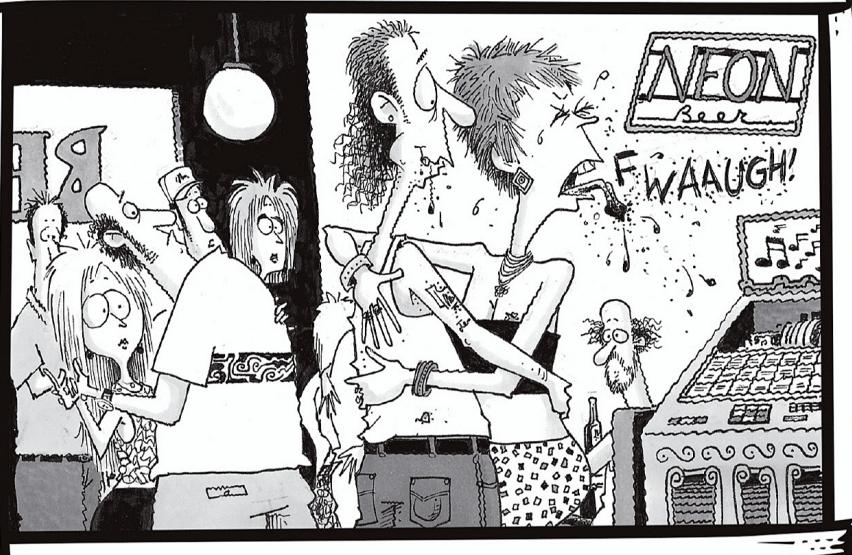


The suave trailer trash Casanova always wipes his date's beer bottle clean after removing the cap with his teeth.

Nothing says
"Forever" like
scraping her
initials in
your plaque
with a
jackknife.



Having a working knowledge of black velvet painters is always a plus.



Swap spit, not Skoal.

COMPLIMENTS SURE TO WIN THE HEARTS OF TRAILER TRASH LADIES

"Man, you really are beautiful when you're dry heaving."

"Wow, you get four cans worth of hold from just three cans of Aqua Net!"

"Do ya travel much — or do you pretty much just work this one truck stop?"

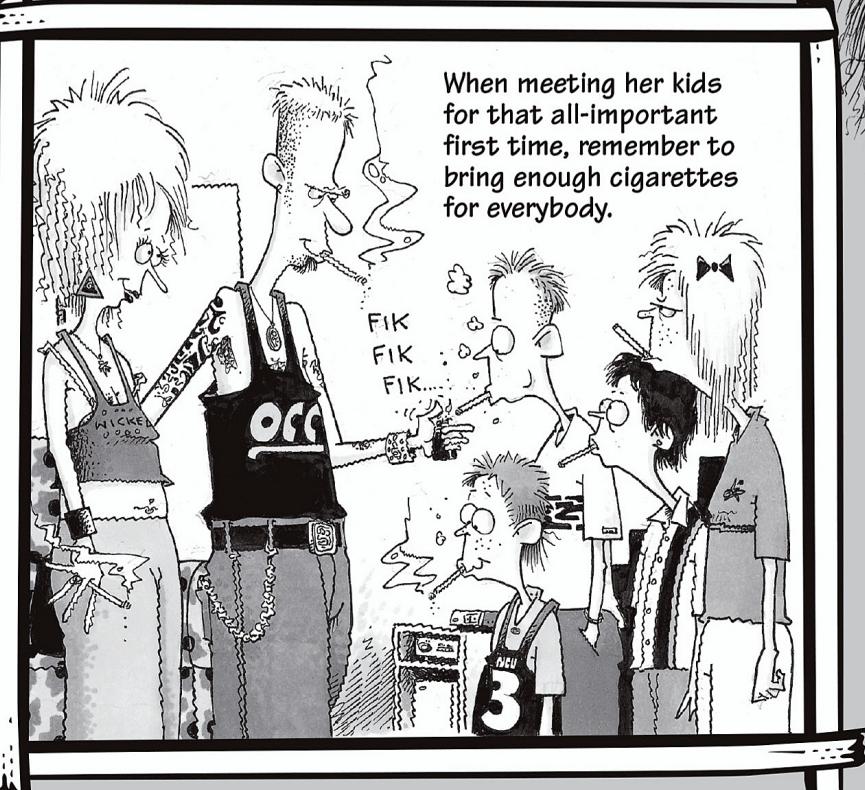
"Wait — you get your propane from Skeet's and you use Big Fred as your taxidermist? Me too! Shoot, it's a small world!"

"You're not just pretty — you're, like, 'main stage' pretty."

"That neck tattoo's gonna be real nice once the infection goes down."

"Correct me if I'm wrong, but I'm guessin' you lost that thumb from fireworks."

When meeting her kids for that all-important first time, remember to bring enough cigarettes for everybody.



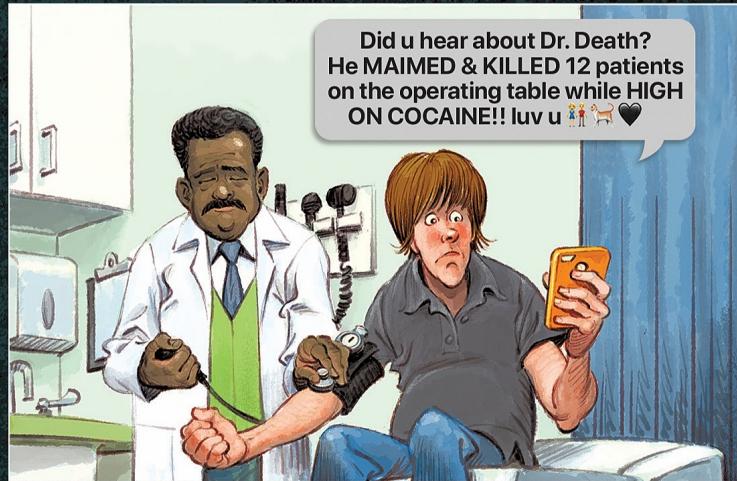


SHERLOCK HOMES DEPT.

Her dating profile said she was obsessed with **BTK**, but you thought that was a sandwich. On your first date, she **dusted you for the prints of past lovers**, then pinned you to the wall and did a **full body search**. The first time she met your folks, she served a complete replication of Aileen Wuornos's last meal. You love her with all your heart, but you still don't quite have a handle on...

DATING A TRUE CRIME FANATIC

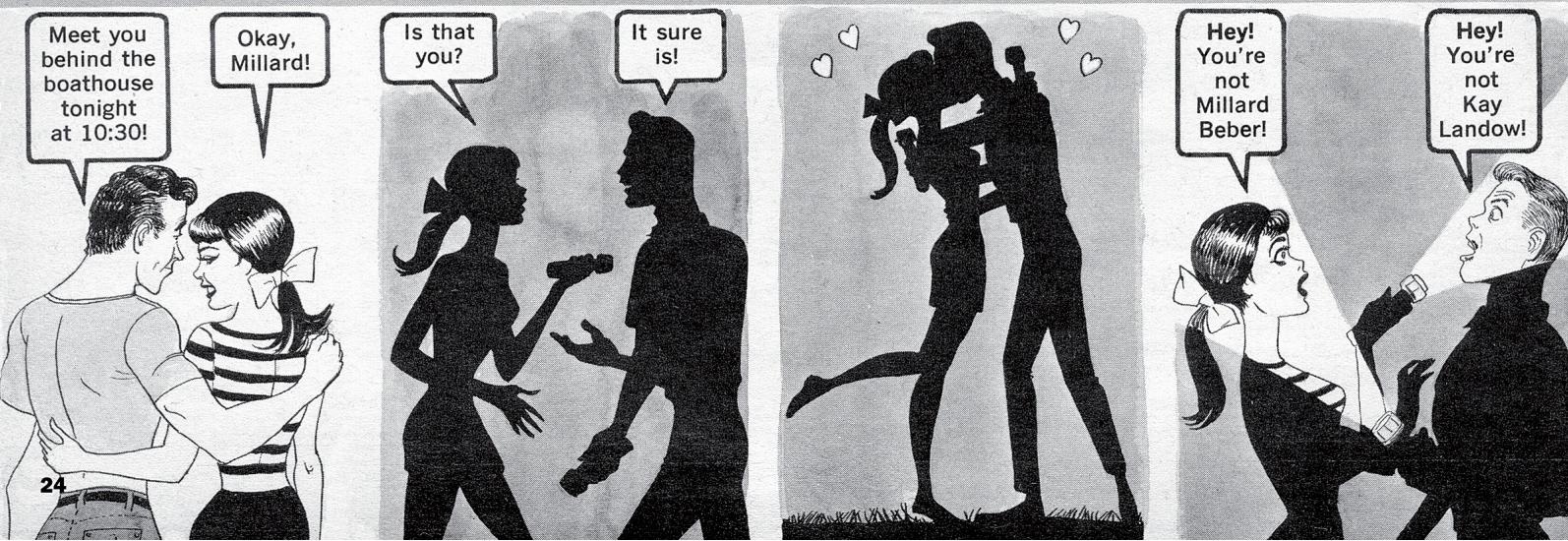
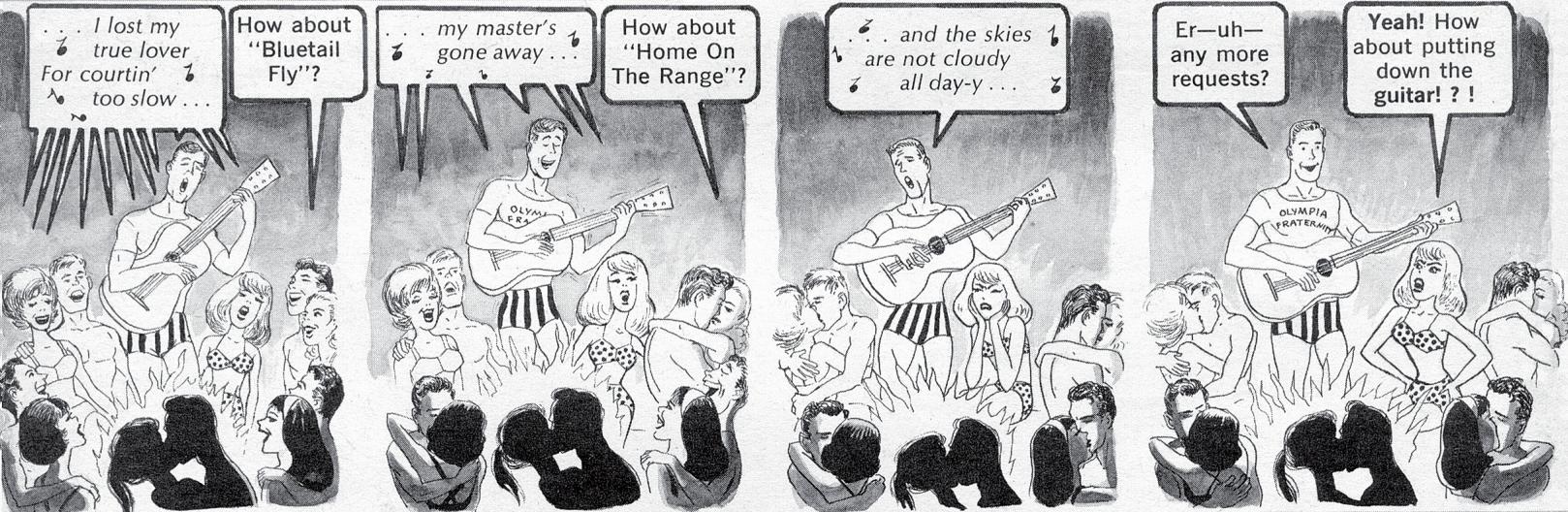
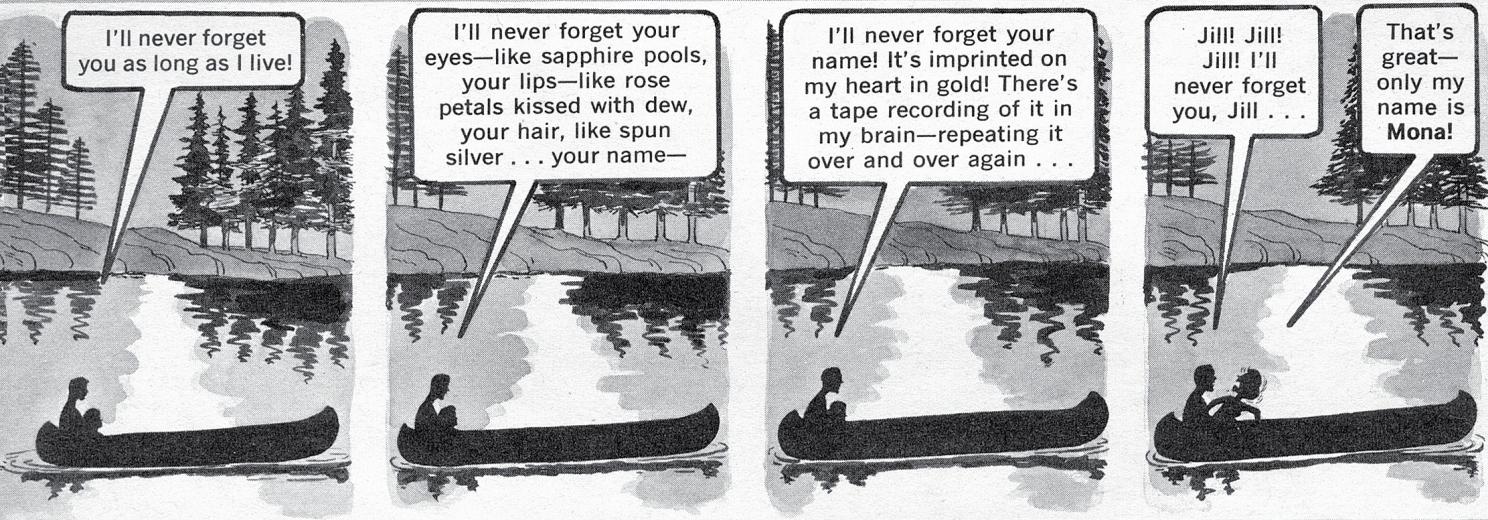
WRITER REBEKAH BRANDES ARTIST GIDEON KENDALL





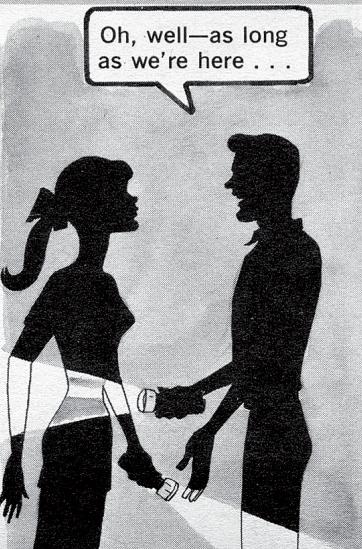
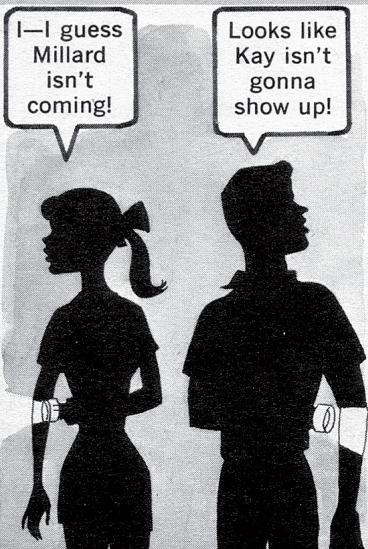
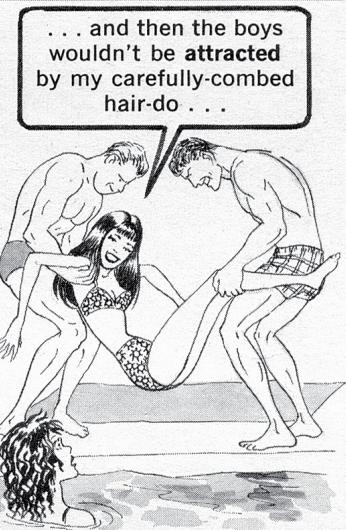
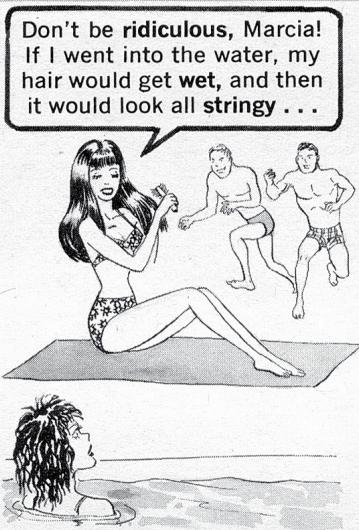
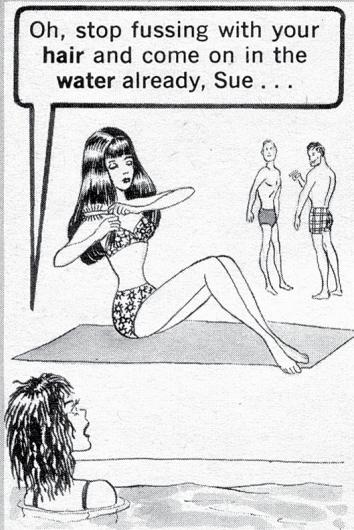
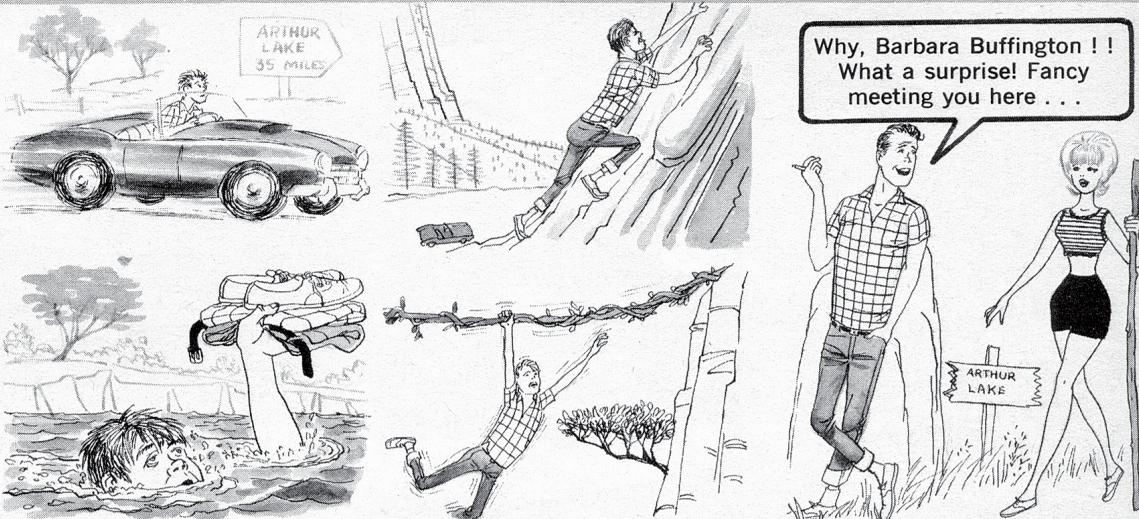
BERG'S EYE VIEW DEPT.

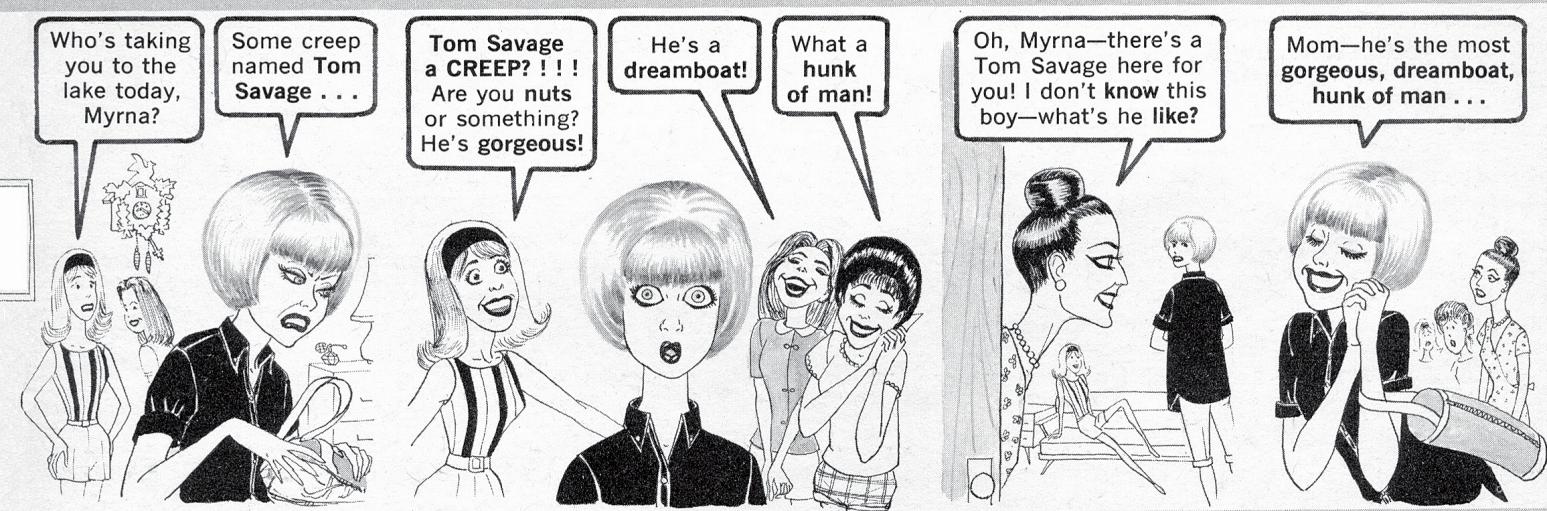
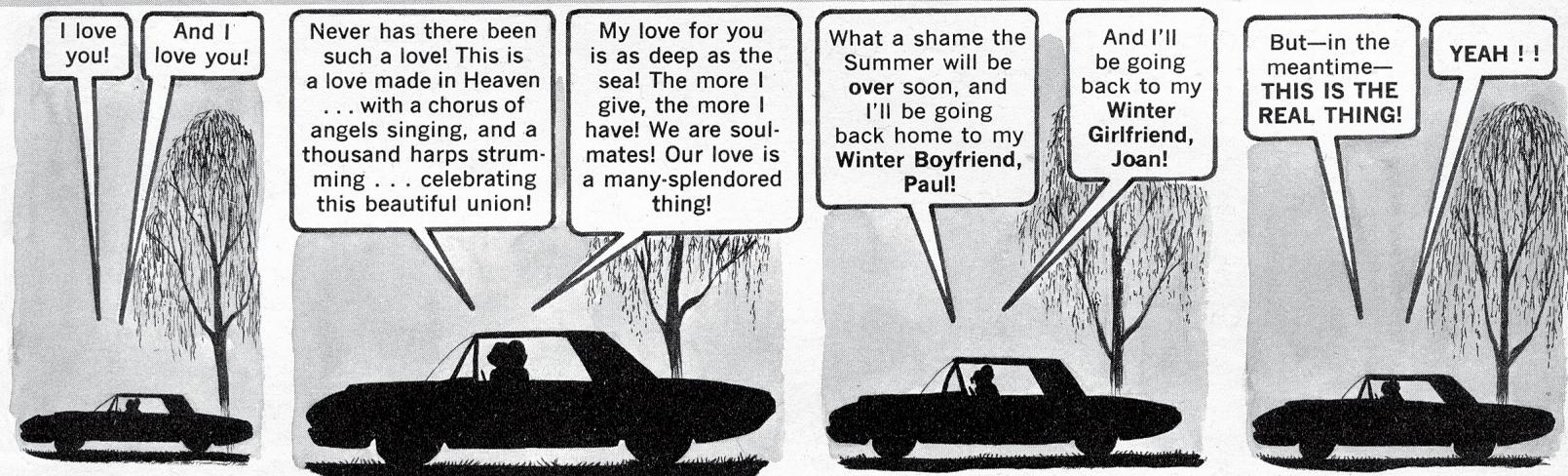
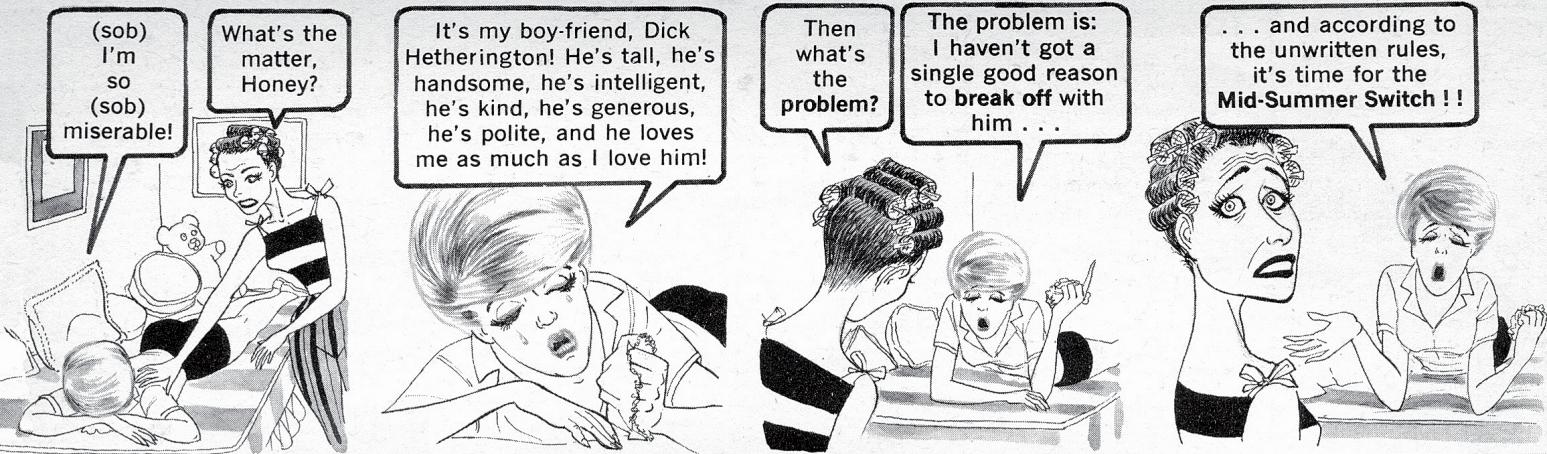
THE LIGHTER SIDE OF SUMMER

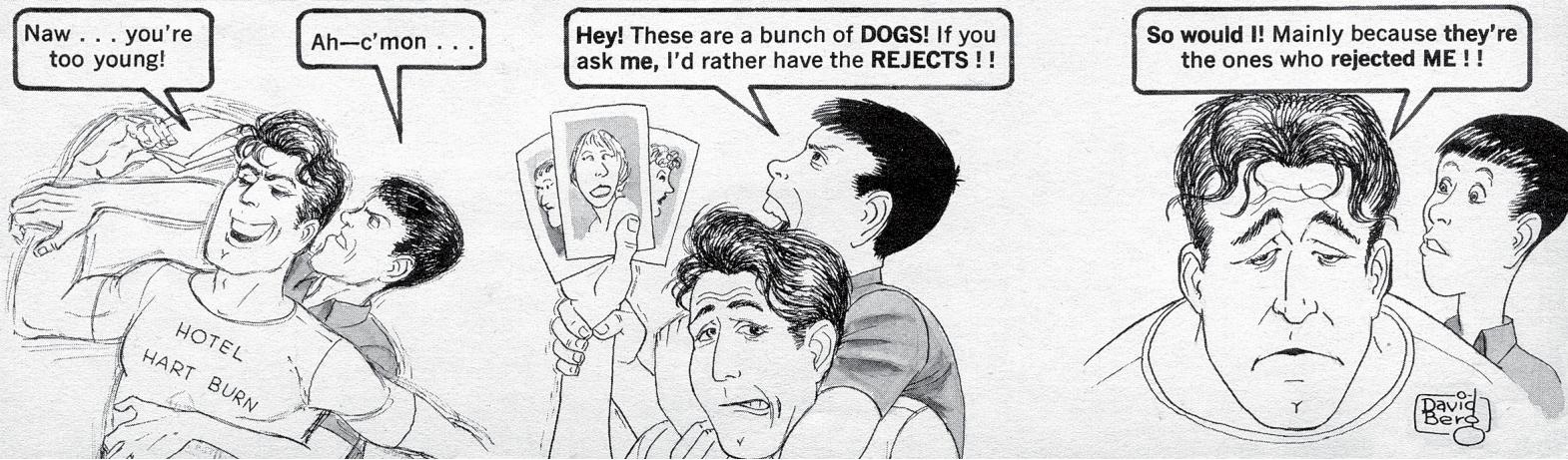
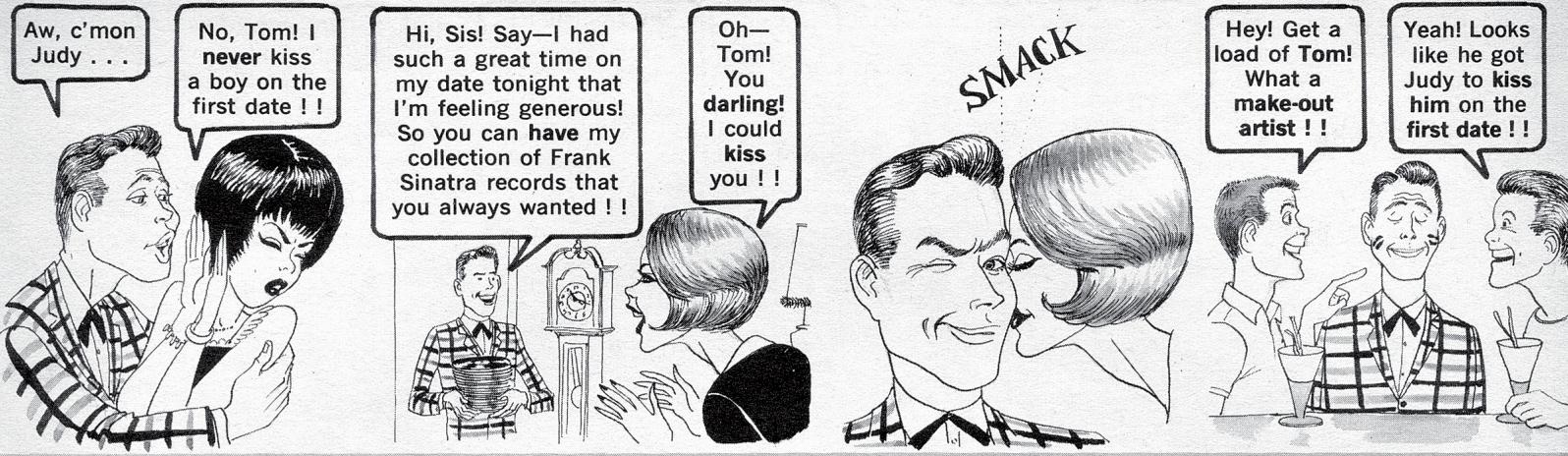


ROMANCES

WRITER & ARTIST DAVE BERG





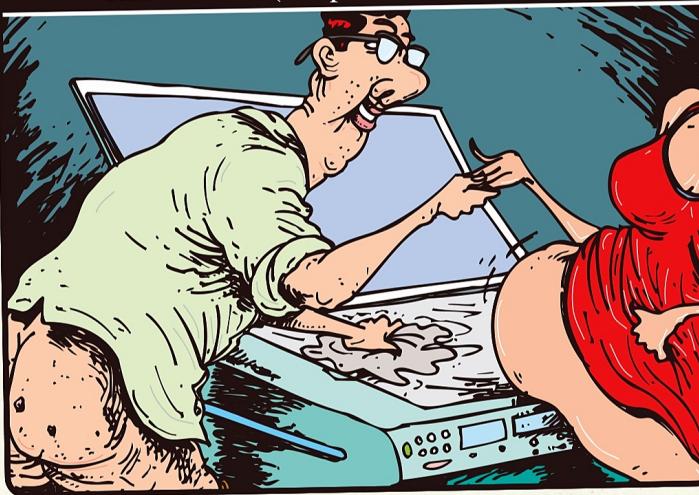




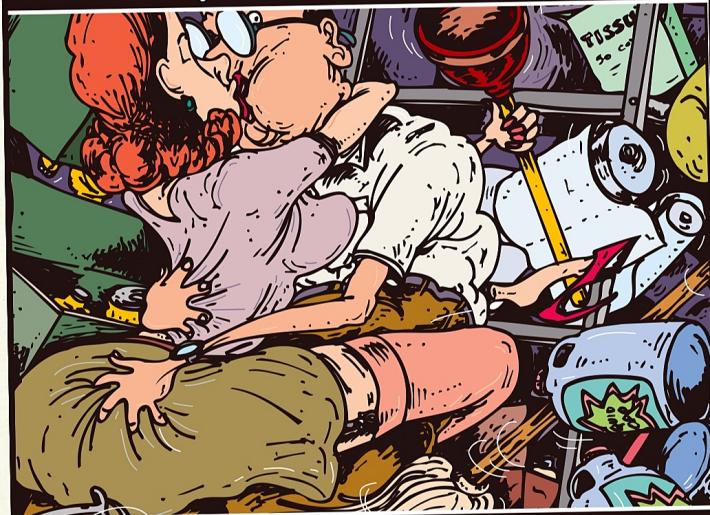
Your job and your love life — after a Chalupa, they're the two greatest sources of heartache! For the brave souls who dare to combine them and seek a relationship on the job, the smallest faux pas can lead to disaster. To help those men and women seeking part-time passion or a full-time fling, we present...

The MAD Etiquette Guide for Modern WORKPLACE ROMANCES

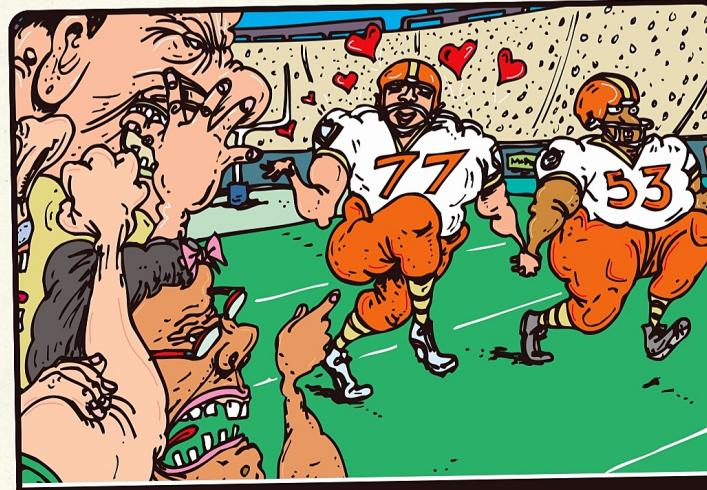
The Gentleman should always wipe off the copy machine glass for the lady after xeroxing his own bare buttocks (and prior to her doing so)!



After having a torrid broom closet liaison with a co-worker you met at the launch party for your new dot com company...



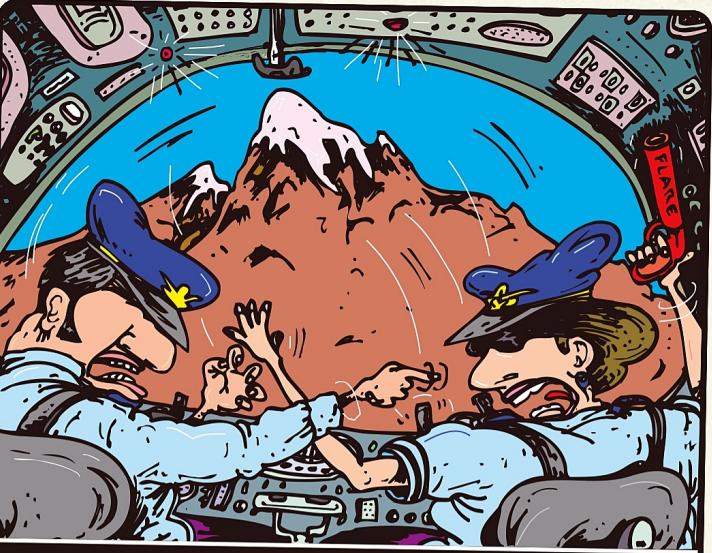
...it's impolite to ignore them at the going-out-of-business party the following week!



Be sensitive to the possibility that some may not be as comfortable as you about revealing your relationship with a fellow co-worker!

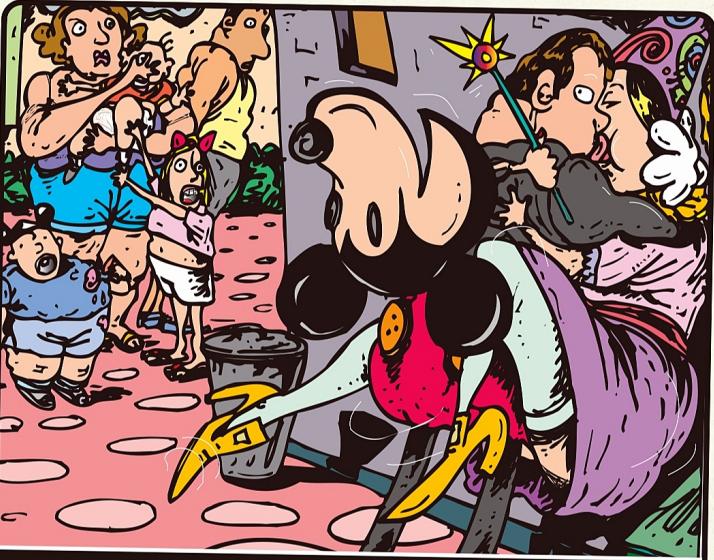


Although delivering a romantic message in an unusual job-related way may be cute and charming — it can also be highly inappropriate and unprofessional!



While arguments are inevitable in any relationship, don't let your on-the-job spats interfere with your duties!

Whilst engaging in an amorous liaison on the job, the thoughtful couple shows consideration for those in neighboring work spaces!



If you and your partner both occupy high-profile positions at your company, it's especially important for you to be discreet!

When working the night shift together at 7-Eleven, the gentleman always volunteers to take the first bullet for the lady during every robbery!



Here's the hot HBO series about four man-hungry Manhattan babes on the prowl. It's a comedy show and a suspense show. We don't know what's going to unravel first—the plot or their underwear! These women look like models but talk like hockey players! They call themselves sophisticated power chicks, but let's face it, they're basically nothing but...

SLUTS

I'm Catty Broadshow! I'm a sex columnist for a New York newspaper! I write about the dating scene in Manhattan! A statistic: There are 400,000 sex acts a day in New York! About 100,000 of them involve myself and my three friends!

I'm Slamantha Johns! I'm the most sex-crazed of the group! I'm HBO without the B in it! You do the math! I will @#%^&* a chair leg! I make Madonna look like the cast of *7th Heaven*! My mantra: been there, done him!

I'm Marimba Hopps! I'm an uptight lawyer! I'm about as much fun as a yeast infection! You, the MAD reader, will never know what I'm like in bed! But let me put it this way, right now I'm "faking" this intro!

I'm Shallow Yorkie! I'm an art dealer! I'm the most prim of the group! When I use the "F" word it's things like "Flemish painter" and "Frame"! Our show has become a cult hit! I wouldn't be surprised to see us in the TV exhibit hall at the Smithsonian with Fonzie's jacket, Minnie Pearl's hat and Slamantha's diaphragm!

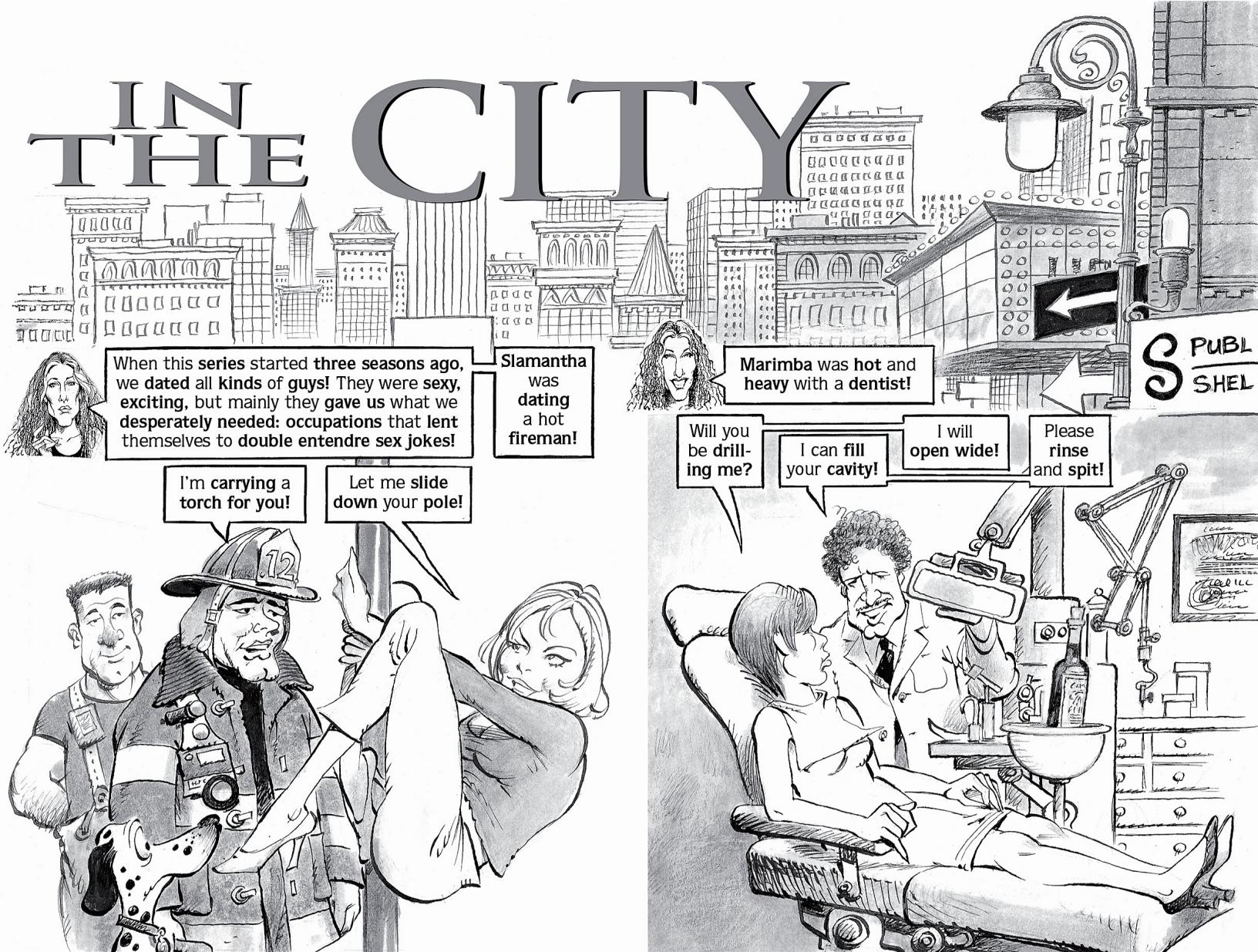


Hello! We're Mr. Biggie, Strive and Tripe! We're in and out of the show and the women in the show! On this series the traditional roles are reversed! We're the sex objects!

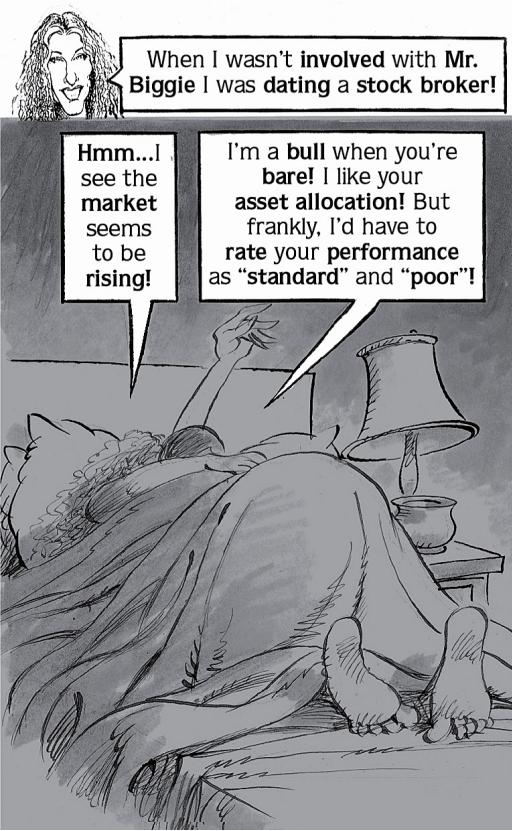
Me again! I forgot to mention that around here size does matter! The size of the TV audience! We'll do anything to get ratings! We'll get naked at the drop of a hat! In fact, that's episode 16! But I'm getting ahead of myself! I'll be doing the running narration — starting now!

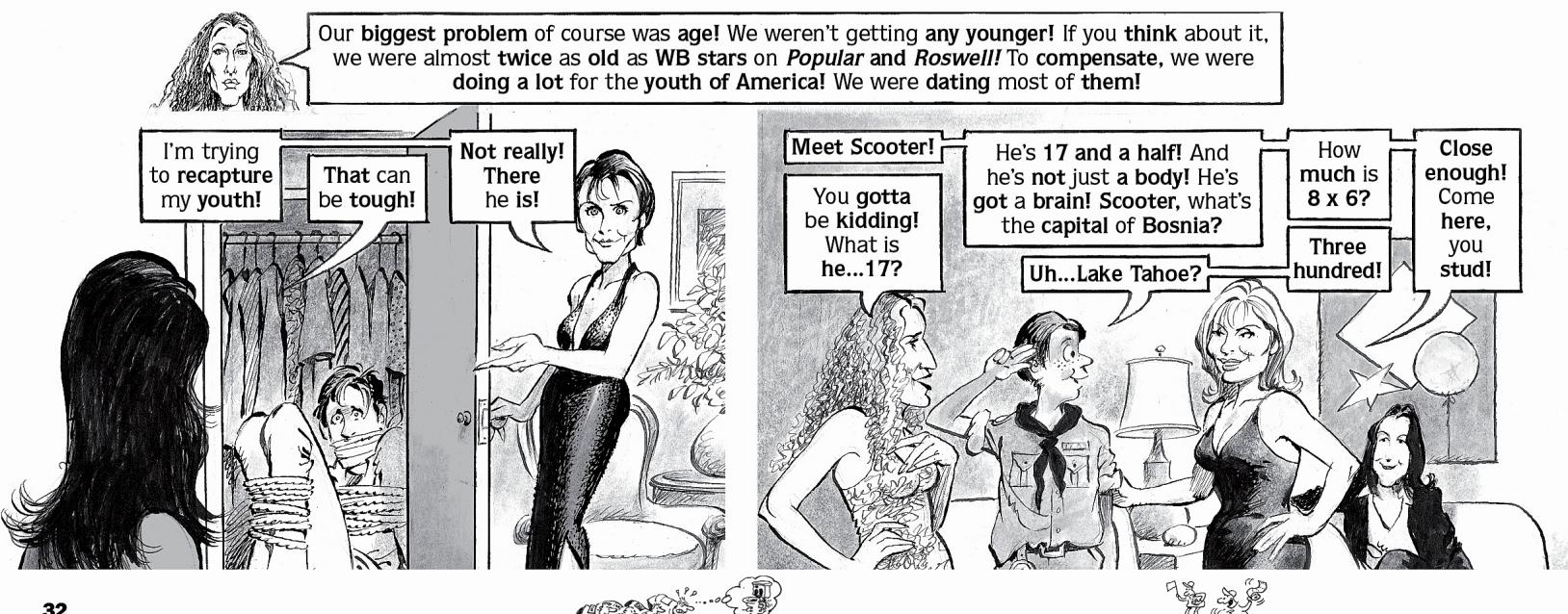
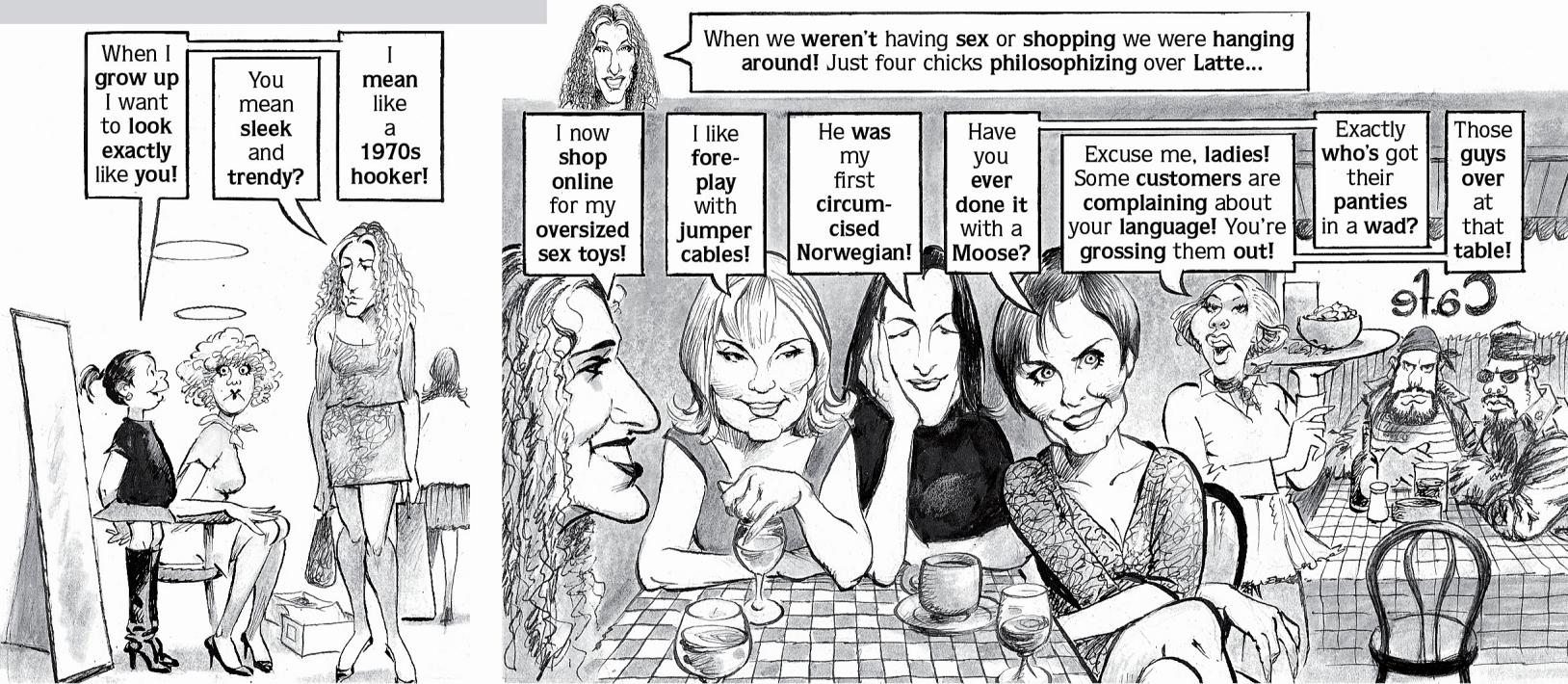
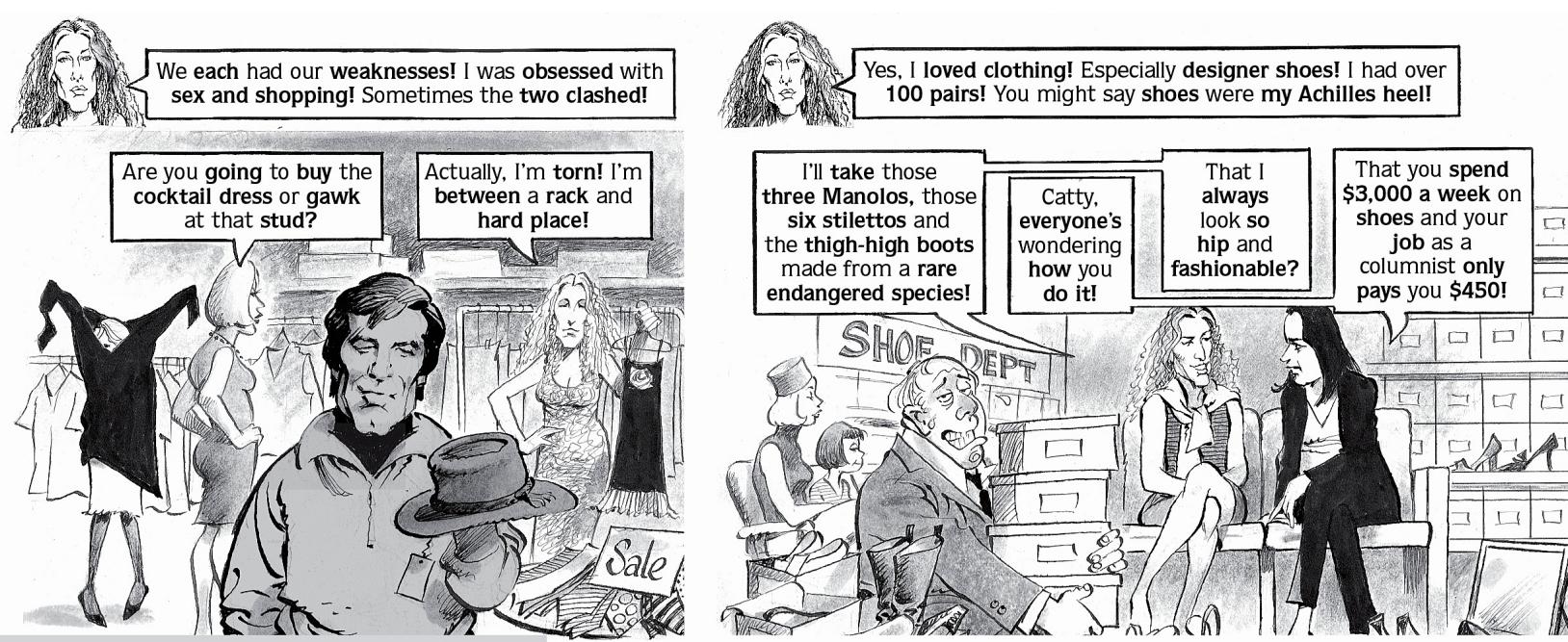
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DRUCKER

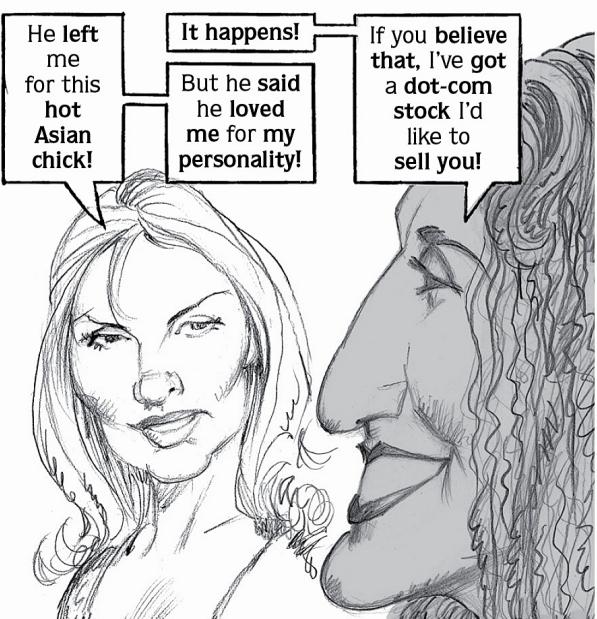
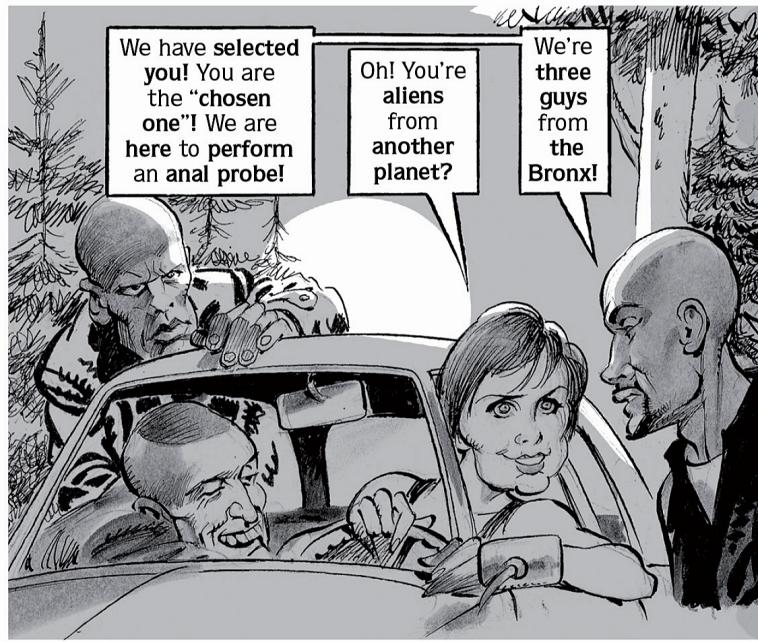
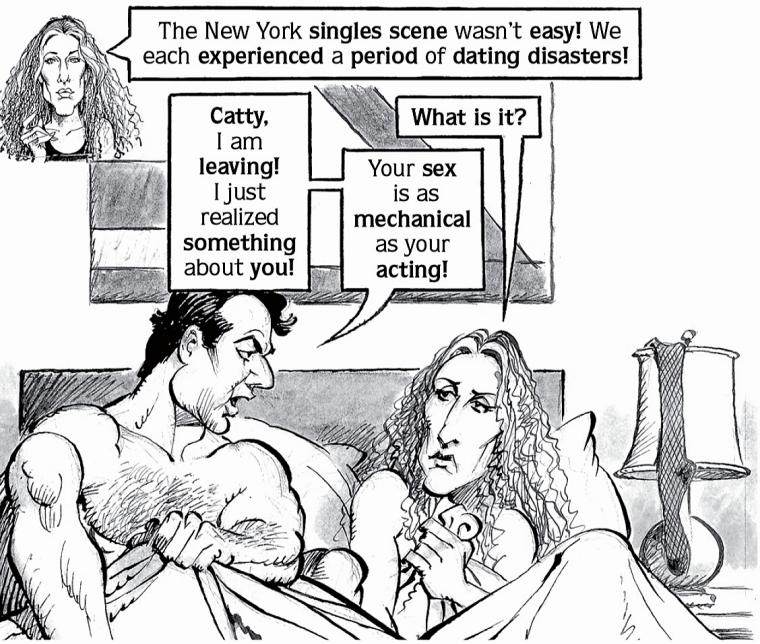
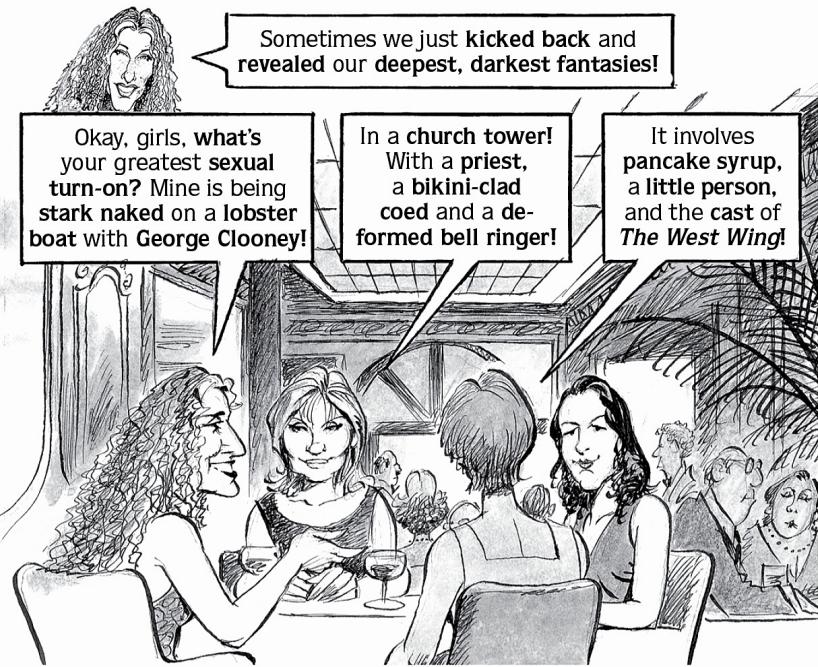
IN THE CITY

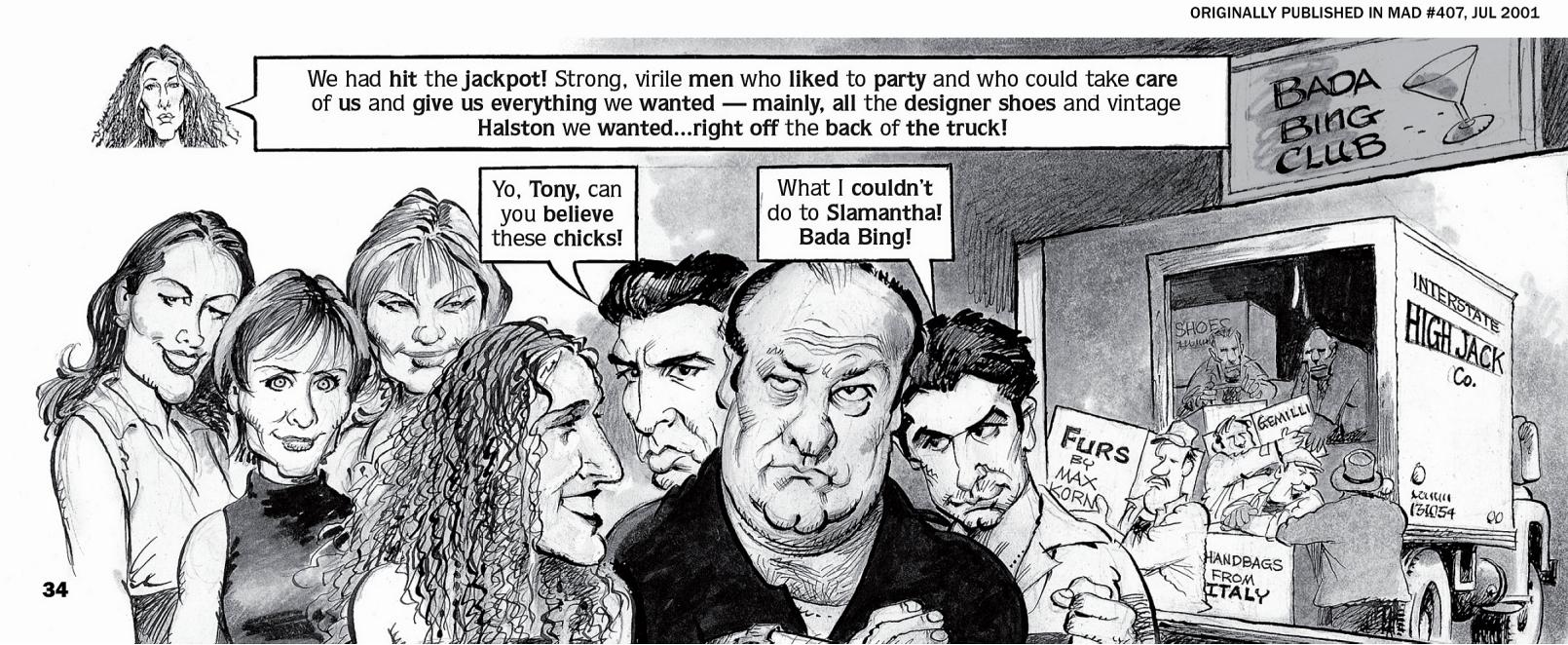
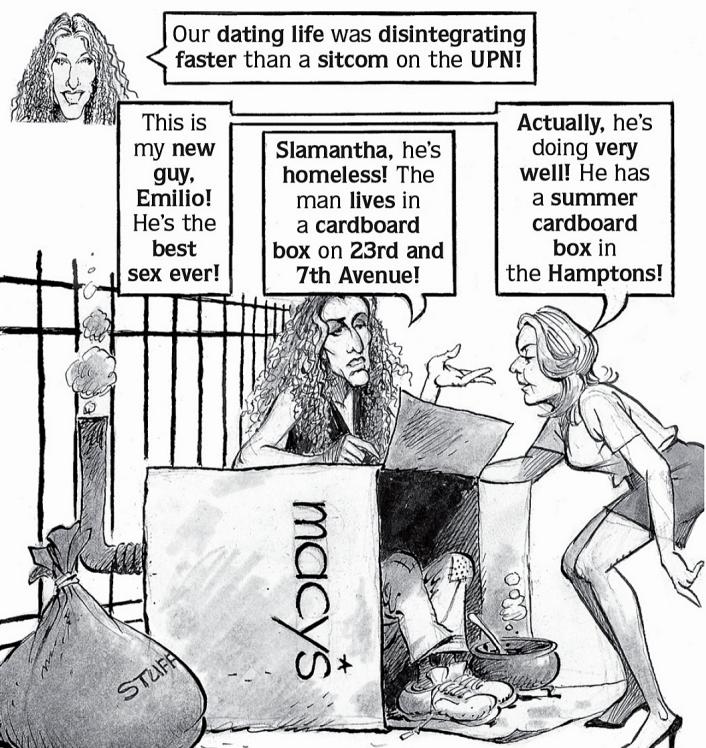
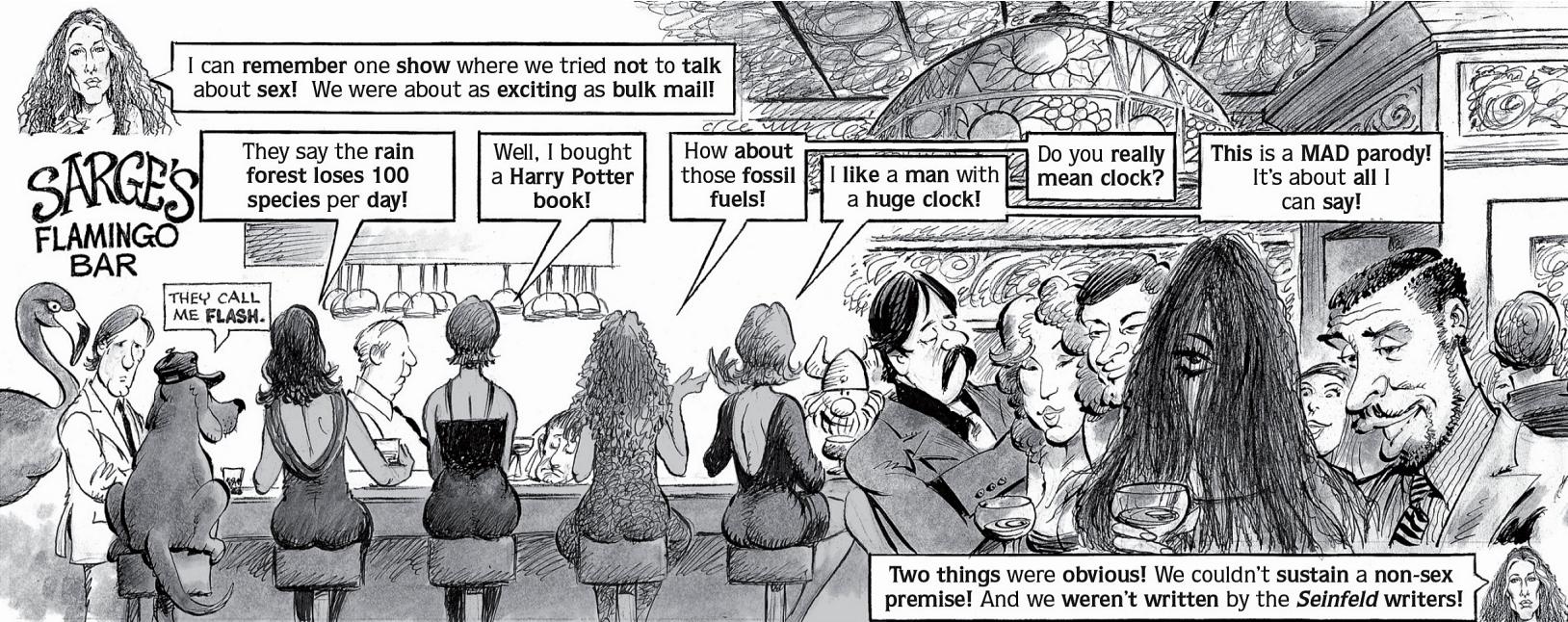


WRITER JOSH GORDON ARTIST MORT DRUCKER









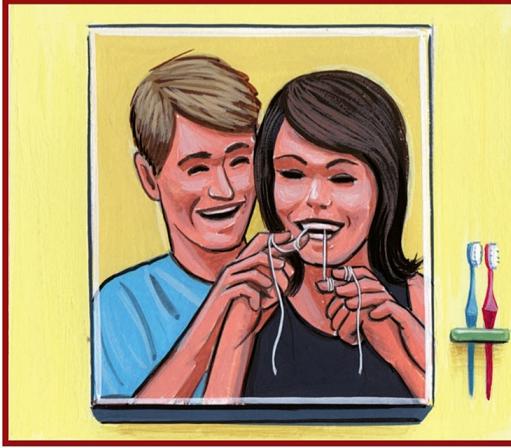


TWO TURDS, ONE GROAN DEPT.



The Inseparable, Insufferable Couple

WRITER & ARTIST JOHNNY SAMPSON

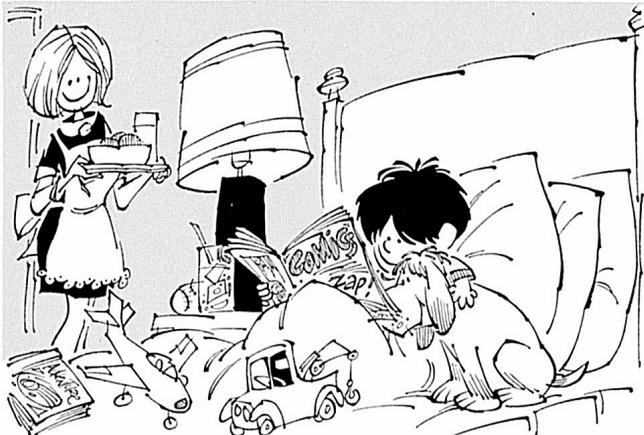


**SWEET TALK DEPT.**

Ever since we published "The MAD Hate Book" a few issues back, we've been receiving an enormous trickle of mail which says (in essence): "Don't you clods know there's too much in

THE MAD L

WRITER GEORGE HART

DON'T YOU JUST LOVE ...

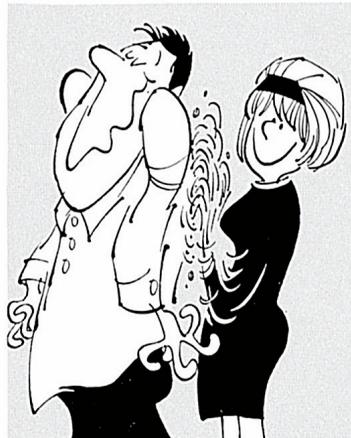
... being pampered while sick in bed!

DON'T YOU JUST LOVE ...

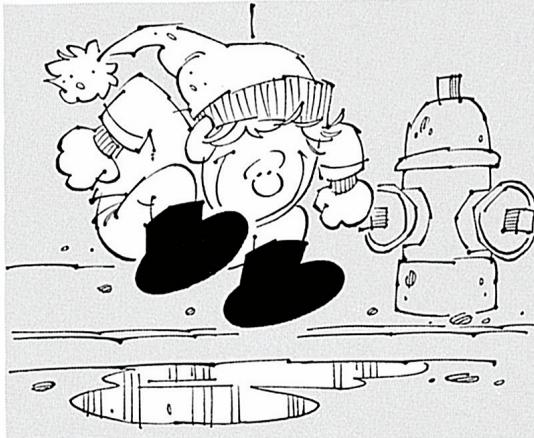
... finishing a picture puzzle!

DON'T YOU JUST LOVE ...

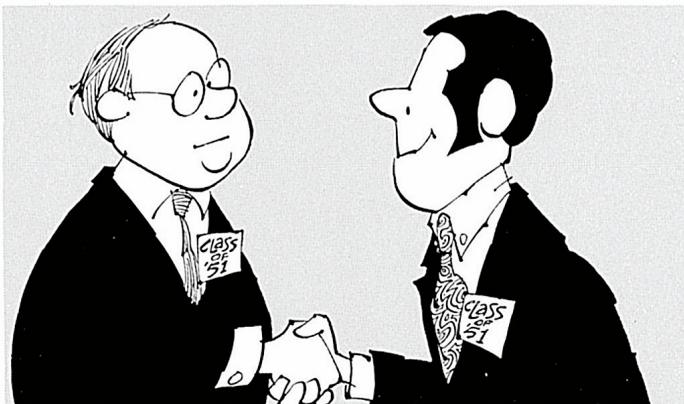
... finding money in a pay phone slot!

DON'T YOU JUST LOVE ...

... having your back scratched!

DON'T YOU JUST LOVE ...

... cracking the ice on puddles!

DON'T YOU JUST LOVE ...

... meeting someone from your graduating class who looks much older than you!

DON'T YOU JUST LOVE ...

... getting up early for school, and suddenly remembering it's Saturday!



ate in the world? Stop emphasizing it! We hate you for it! Why not show the good things in life?" And so, after reflecting on some of life's sunnier moments, we now present...

LOVE BOOK

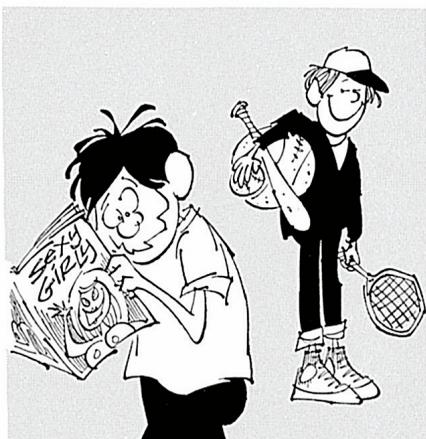
ARTIST PAUL COKER, JR.

DON'T YOU JUST LOVE ...



... getting flowers!

DON'T YOU JUST LOVE ...



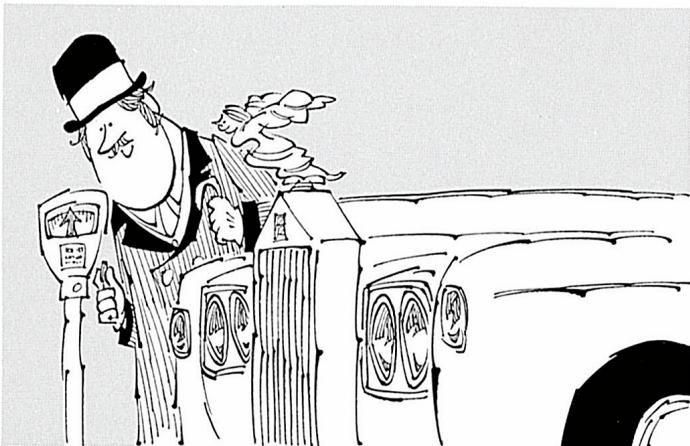
... making a good trade!

DON'T YOU JUST LOVE ...



... getting a birthday card containing cash!

DON'T YOU JUST LOVE ...



... finding a parking meter with time left on it!

DON'T YOU JUST LOVE ...



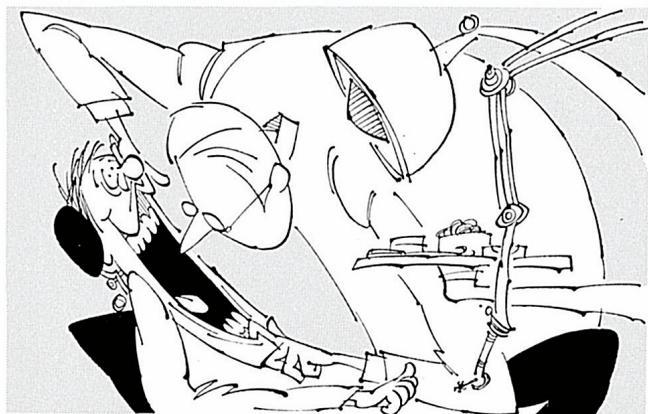
... having a good friend who's big!

DON'T YOU JUST LOVE ...



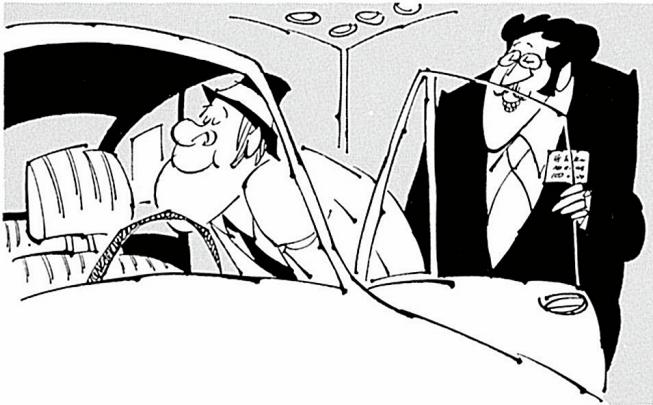
... when your teacher gets sick on the day of the big test!

DON'T YOU JUST LOVE ...



... going to the dentist and being told all you need is a cleaning!

DON'T YOU JUST LOVE ...



... the smell of a new car!

DON'T YOU JUST LOVE ...



... reading your name in the newspaper!

DON'T YOU JUST LOVE ...



... opening a jar no one else can!

DON'T YOU JUST LOVE ...



... getting a free sample of something!

DON'T YOU JUST LOVE ...



... discovering money in an old pocket!

DON'T YOU JUST LOVE ...



... squishing mud through your toes!

DON'T YOU JUST LOVE ...



... getting a surprise in your lunch box!

DON'T YOU JUST LOVE ...



... when nobody else wants
the last piece of pizza!

DON'T YOU JUST LOVE ...



... when told you look
older than you really are!

DON'T YOU JUST LOVE ...



... being told you look
younger than you really are!



PULLING THE WOOLERY OVER YOUR EYES DEPT.

And now it's time for the game show where old-fashioned love meets modern technology as MAD presents...

LOVE

CORRUPTION

WRITER DICK DEBARTOLO

ARTIST ANGELO TORRES

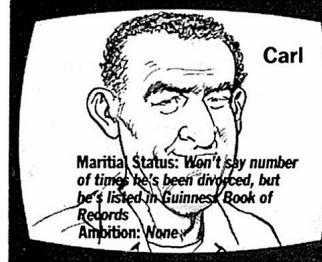
Hi, I'm Upchuck Wobbly, and this is **Love Corruption!** We're the show that shoves Cupid's arrow right down your throat! Our first guest is Phyliss Lacklove! Her biggest complaint about men? They stare at her! Phyliss, don't you think the fact that you're a go-go dancer at a topless bar is a possible reason men stare at you?

Gee, I never thought about that! You're a very wise man, Upchuck! Full of keen insights!

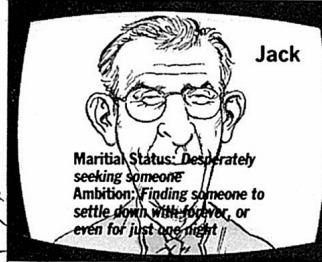
Let's look at the three studs we've selected for Phyliss!



Bernie is a security guard and he carries a big nightstick!



Carl is a junior league umpire who swings a big bat!



Jack plays music at church receptions and has a big organ!



Upchuck, of those three men, I picked **Jack!** Let me tell you about our date. He picked me up right on time!

Jack plays the organ at funerals. Did he freak you out by picking you up in a hearse?

No, he showed up driving a very nice convertible!

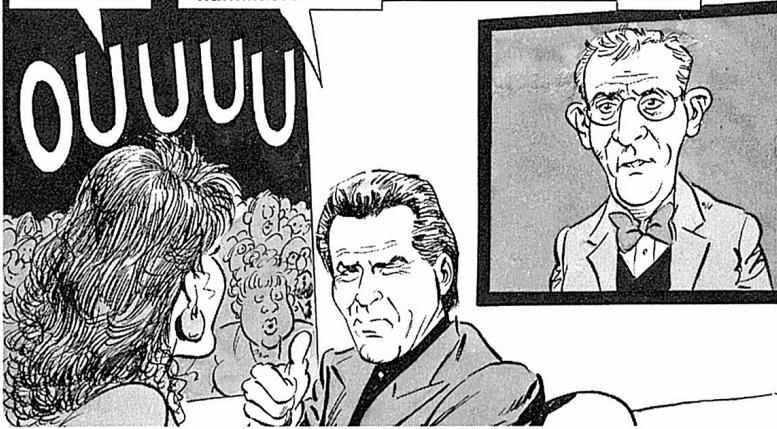
Too bad!

And he took me to a very fancy **Beverly Hills** restaurant for dinner!

Oh no, a fancy restaurant! I bet you weren't dressed for it and you were humiliated and—

No, he told me what to wear in advance and we both looked great! We fit right in!

Well so far, this date really sucks!



Then we drove up to lover's lane!

And he was all over you like an octopus in heat!

No, he was a perfect gentleman. He even explained a couple of facts about the moon!

Finally, we're getting somewhere! So what happened after he explained he was going to "moon" the other couples!

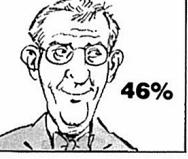
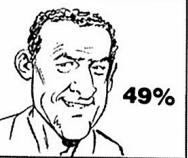
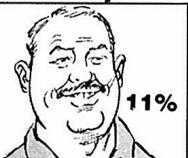


I didn't moon anyone, Upchuck! But I did kiss her hand before I dropped her off back at her house!

Kissed her hand? That's sissy stuff! Phyllis, I would have at least sucked your finger!

Honey, I would have kissed your hand, your wrist, your elbow, your neck, your lips—and made a few pit stops in other places!

So you don't even have a hickey to show us? Bummer!



Let's see who the **sex offenders** and tasteless ghoul in our audience picked for you to date, Phallus, I mean Phyllis!

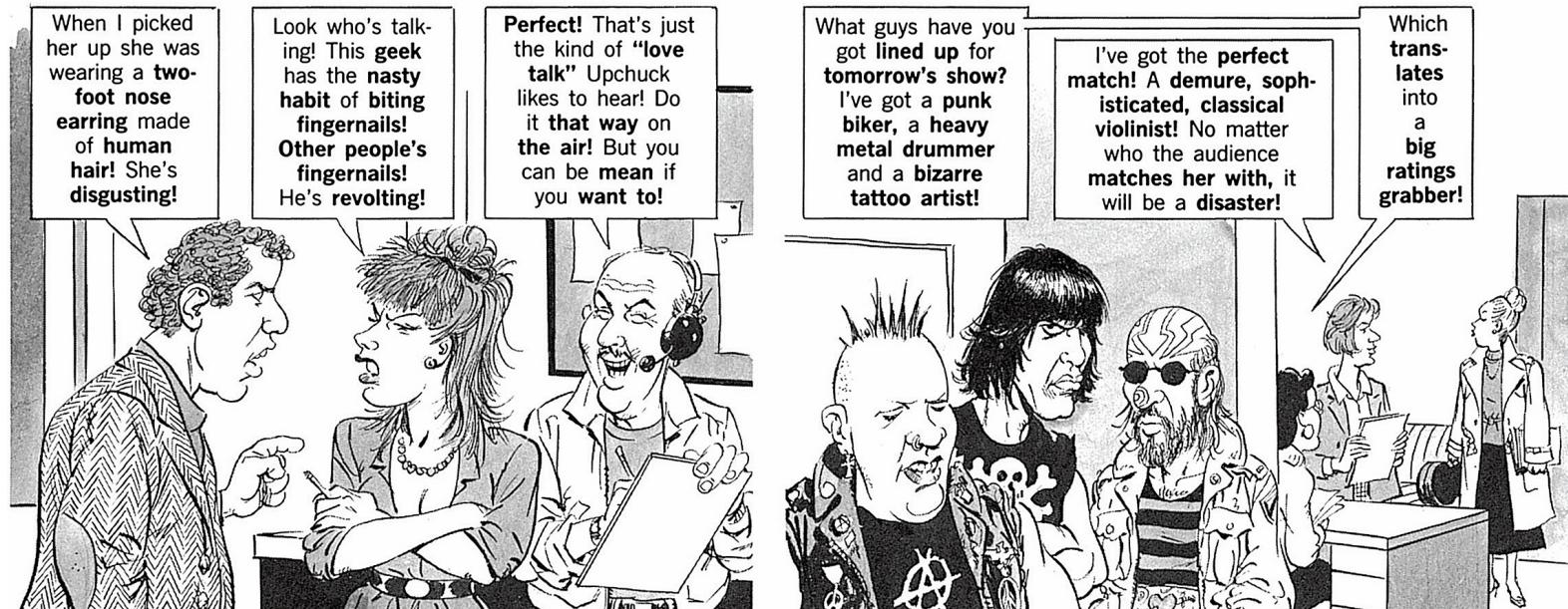
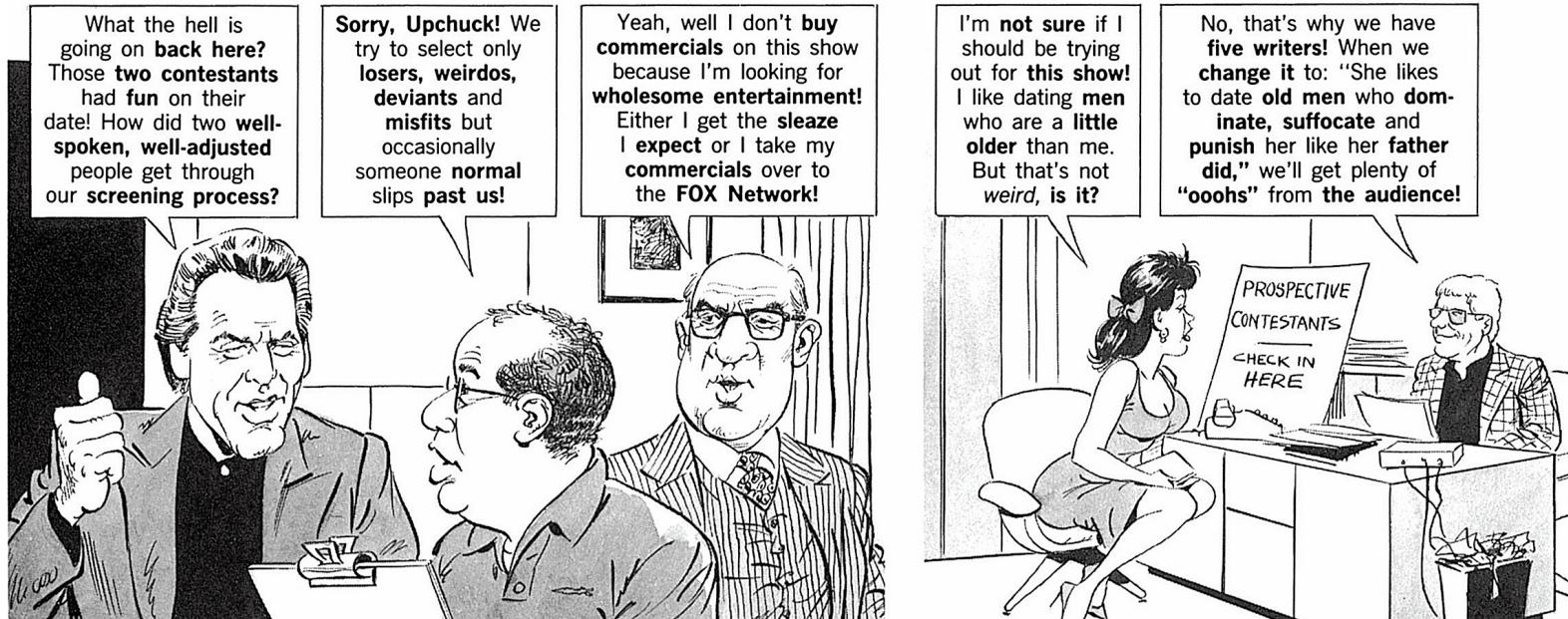
No wonder you had such a terrible date, Phyllis! You picked the wrong man!

Stop whining! The audience says you're going out with Carl and so you're going out with Carl, or we don't pay for your date! And we'll see that you never get on another game show again! We'll be back after these commercial messages!

Hey, those percentages add up to more than 100%!

Who cares? I'm not here to learn math, I'm here to drool!





No, you don't win prizes or money on this show! And you don't answer questions, solve puzzles, do stunts, or guess what the survey says!

Then what is the object of the game?

That's the other thing! This is the only game show with no game! Two people just embarrass each other on the air and go home! It's pure fun and entertainment, except for the contestants!



I think so! I walk in, sit down on the couch, and I sit there till the end of the show!

You're a genius to work with! Alex Trebek or Wink Martindale would need that on cue cards!

Commercial's almost over, Upchuck! You're back on in thirty seconds! Do you remember all your moves?



Now it's time for a new feature—Celebrity Love Corruption! We've added it because I desperately want to work with stars, and this is my only chance since my talk show got the old heave-ho!

Our first superstar guest has been seen on many major network shows—in the commercials! Let's see a bit of her best known work!

I've fallen and I can't get up!



Don't bother getting up dear! Just look at the monitor and we'll see who we picked out for you!



PEE-WEE

I don't care how a woman dresses for a date! She could just wear a raincoat for all I care! Huh! Huh!



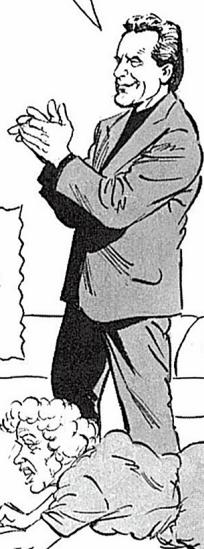
TEDDY

I'm not looking for a date myself! But my nephew, William Kennedy Smith, has trouble finding women so I'm trying to help out!



MIKE

I like women who... who... who... Hell—I just like women! And the bigger the butt, the better!



ORIGINALLY PUBLISHED IN MAD #310, APR 1992

Which one of these guests did you pick for your date?

Who cares? I like going to movies alone anyway!

I'm glad she didn't pick me, because I'd have to walk out on stage—and I'm not wearing any pants! But my nephew's going to be disappointed!

I have no witnesses! I was nowhere near this broad! She was down on the floor when I got here! I don't want no lawsuit! I never grabbed her or laid a finger on her!

None! I'm old, I'm infirm, but I'm not nuts! I'd rather stay home and play with my Medic Alert button than go out with any of those losers!



This is Upchuck Wobbly! Join us again next time for another half hour of "class TV" on Love Corruption!

YECH!!





OK STUPID DEPT.

CLOSER ENCOUNTERS

Good news, Rory!
Looks like we've finally
found a match for you.

Oh, thank god. No more making dinner
partners out of mannequins, only to be told by
restaurant managers to use the drive-thru.

Anyway, I'm SO excited!
What's she like?



WRITER & ARTIST JON ADAMS

Here's her profile. She loves food and
watching the stars. And just like you, she
hasn't found anyone willing to love her.

She seems amazing!
When can I meet her?

We leave
tomorrow.

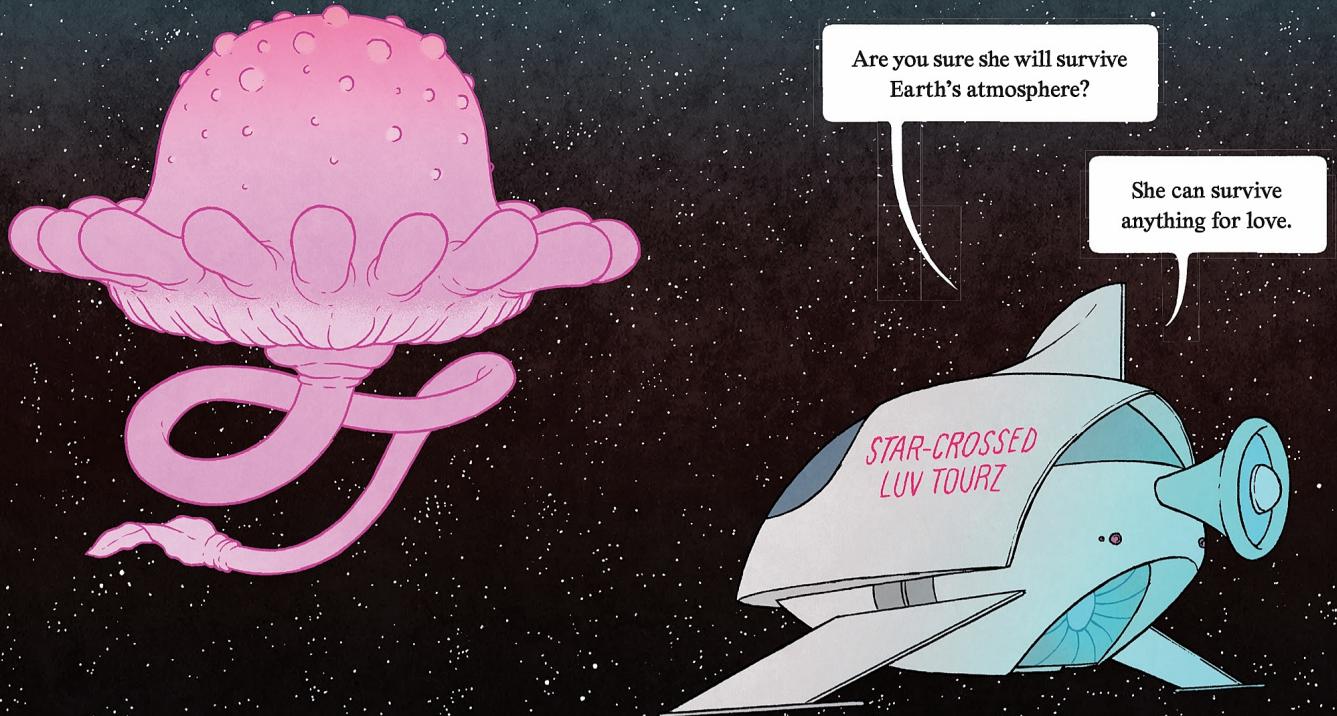


Fifteen months later...

She looks a lot bigger
than in her photo.

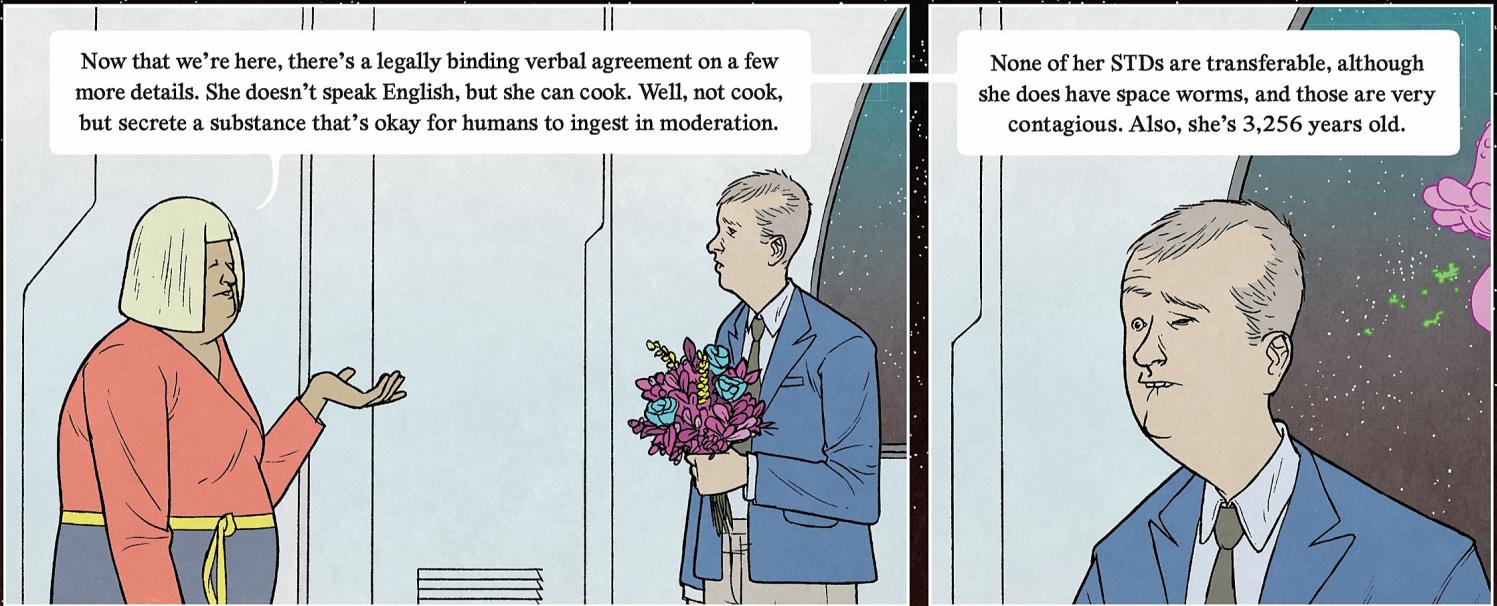
> Continued...





Now that we're here, there's a legally binding verbal agreement on a few more details. She doesn't speak English, but she can cook. Well, not cook, but secrete a substance that's okay for humans to ingest in moderation.

None of her STDs are transferable, although she does have space worms, and those are very contagious. Also, she's 3,256 years old.



I'm not sure if we've made love
or not, but I think I'm pregnant!



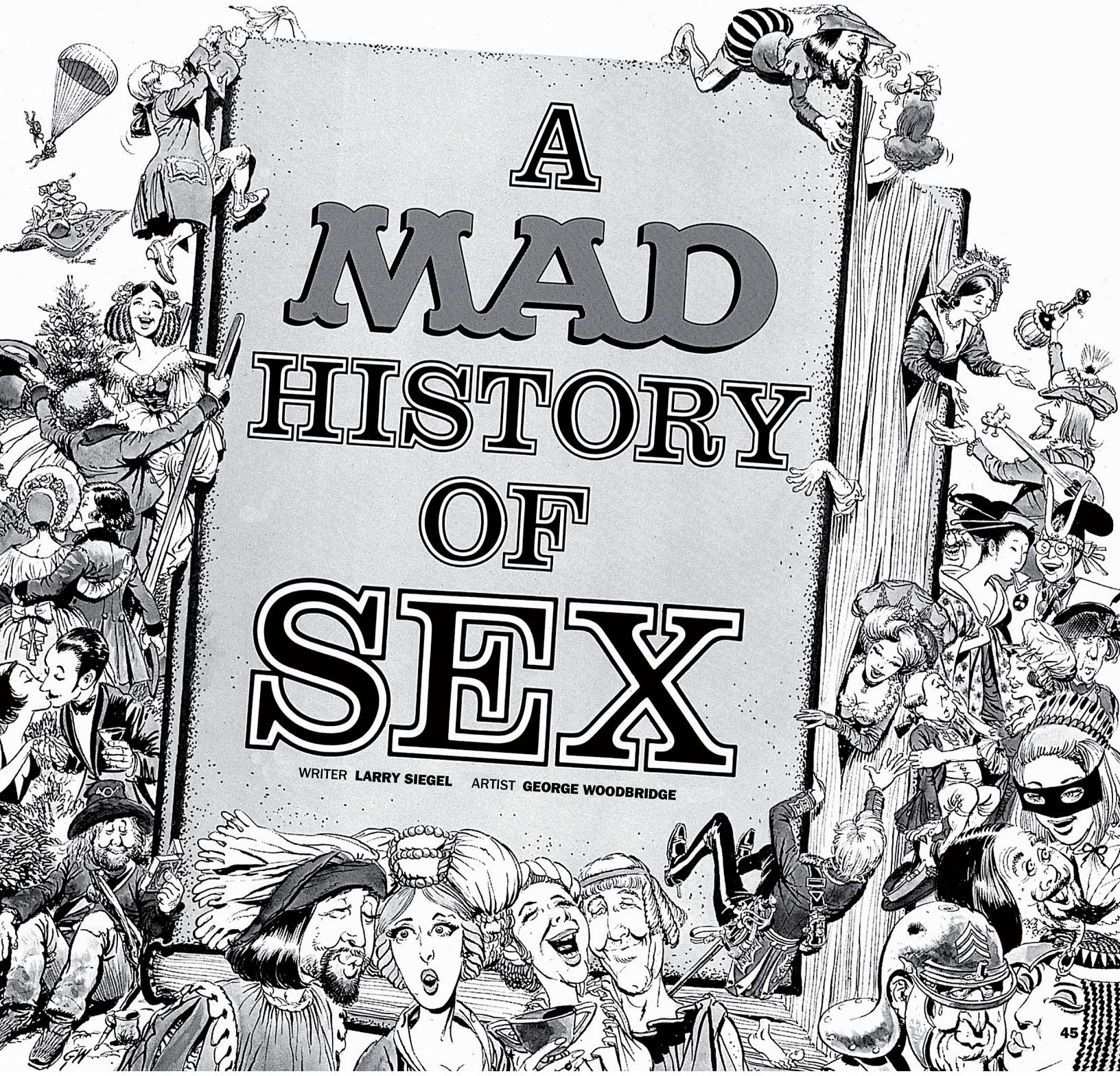


NOWADAYS, more than ever, Mankind seems to be preoccupied with Sex. But we all know that as wonderful as Sex can be, it can also lead to a lot of problems and all kinds of trouble. It is MAD's opinion that the best way to solve these problems and keep people out of trouble is through education. We feel that a good deal more should be written about Sex. We think more people should read about it, and everyone should discuss it more, out in the open. Why do we feel this way? Because the more time people spend writing about Sex, and reading about it, and discussing it, the less time they'll have to *engage in Sex!* And who needs problems?

How did Sex start? What are its mysteries? How did Sexual Attitudes really evolve? How can Sexual Activity affect civilization as we know it today? Frankly we haven't the slightest idea. Then why did we write this article? For a very simple reason. We just want to keep you out of trouble for the next five minutes. (Note: To those of you who are reading this article *while you engage in Sex, you're in trouble already! And frankly we should have your problems!*) Anyway we will now explore this intriguing subject from its very beginnings until the present time in

A MAD HISTORY OF SEX

WRITER LARRY SIEGEL ARTIST GEORGE WOODBRIDGE



CHAPTER 1—HOW SEX BEGAN

IN THE beginning, after He created heaven and earth and the seas and the mountains and the animals, God created man in His own image, and he named him Adam.

Adam enjoyed himself for a while running around the Garden of Eden. But one day he became lonely. "God," he said, "there must be more to life than chasing frogs and chewing on rocks. I need a companion."

"A companion?" said God. "You got it."

And so from one of Adam's ribs God created a companion for him. "Do you know who this is?" asked God.

"Let me guess," said Adam. "You made the world's first spare rib."

God gave him a rim shot and then said, "No, dummy, this is a woman. I'll call her Bernice. Adam and Bernice. How does that sound?"

"A little too Jewish, I think," said Adam.

"At this point," said God, "who cares?"

But to avoid an argument, God named the first woman Eve.

"Now," said God, "I am going to leave you two alone and I want you to do what comes naturally."



This is Adam, whom God created in His own image. Actually God looked much better in person, but He didn't own a good mirror.



This is Eve, who was created from Adam's rib. This gave him an awful pain in the side. Later she gave him an awful pain in the neck, but that's another tale.

The following morning God said to Adam, "Well, what happened last night?"

"What do you expect to happen," said Adam smugly, "when a normal, healthy man and woman run through a forest naked?"

"You mean...?" said God.

"Right," said Adam. "We chased frogs and we chewed on rocks. But we did it together."

"Hold it, Adam," said God, "there are a few things you don't understand." And then God told Adam about the birds and the bees.

The next morning God once again asked Adam how things went the previous night.

"Thanks to you, fantastic!" said Adam.

God smiled. "Tell me about it."

"Well, said Adam, "the moon was out, it was a beautiful night. We sat down on the grass and then..."

"And then what?" asked God with great anticipation.

"We chased birds and chewed on bees," said Adam proudly.

"Look," said God patiently, "Man needs love, devotion. Something to occupy his every waking hour. I am now going to create something to give you fulfillment, something you must have to make life worth living."

"Hey, Eve!" cried Adam, all excited. "Did you hear that? God is going to invent Television!"

But instead God invented Sex, the most wonderful, most exciting, most gratifying thing the world was to know. And Sex grew and it blossomed and it flourished. And it was the all-consuming passion of humanity. Until 1948 when Television took over.

CHAPTER 2—SEX DURING THE STONE AGE

(See Chapter 36—

HOW TO AROUSE A 25-YEAR-OLD SUBURBAN HOUSEWIFE)

CHAPTER 3—SEX IN THE HOLY LAND

AFTER THE DAYS of Adam and Eve, Sex became very popular all over the Holy Land and as a result of it, babies were born and the world grew. People were very happy with this new phenomenon. It was something both rich and poor could participate in, it was fun, it was easy to do, and everyone



more or less understood how and why it worked the way it did. And then, one day, some Prophet came down off a mountain with a couple of stone tablets, and ruined the whole thing.

CHAPTER 4—SEX IN ANCIENT ROME

IF SEX had a temporary setback in the Holy Land, no such problems existed in ancient Rome. Not only did they have a field day there, but the Romans brought many innovations to the practice, chief of which was Group Sex. This phenomenon was carried on into the present day and is discussed more fully in Chapter 31—TWENTIETH CENTURY FUN AND GAMES.



Here you see ancient Romans in a wild bacchanal of booze, lust, sex, and degradation. To historians, this is known as a Roman orgy. To 20th Century teenagers, this is known as a Dull High School Dance.

Here are some other nice innovations the ancient Romans were responsible for: (1) The Ear-Lobe Bite, (2) Heavy Petting, (3) The Neck Hickey, (4) Advanced Making Out, (5) More Advanced Making Out, (6) Incredible Making Out, and (7) Roman Numerals. (Note: It's true that Roman Numerals have nothing to do with Sex, but they *are* nice).



In addition the Romans created the world's first Birth Control Device. It was known as "Throwing Christians to the Lions." But while this device worked wonders in cutting down the Christian population, it did occasionally cause troublesome side effects. Namely, very fat lions.



One of the most famous figures in ancient Rome was Julius Caesar, who practiced Sex with an Egyptian beauty named Cleopatra. She later met Caesar's best friend, Marc Antony, and she practiced Sex with him too. There was so much practicing you'd figure that sooner or later they'd get it right. And they did. Anyway it all finally wound up with Antony and Cleopatra taking a boat ride down the Nile. Since this is a frank, open, no-punches-pulled article on Sex, exactly what happened between Antony and Cleopatra on the boat ride, you may ask.

Don't ask!

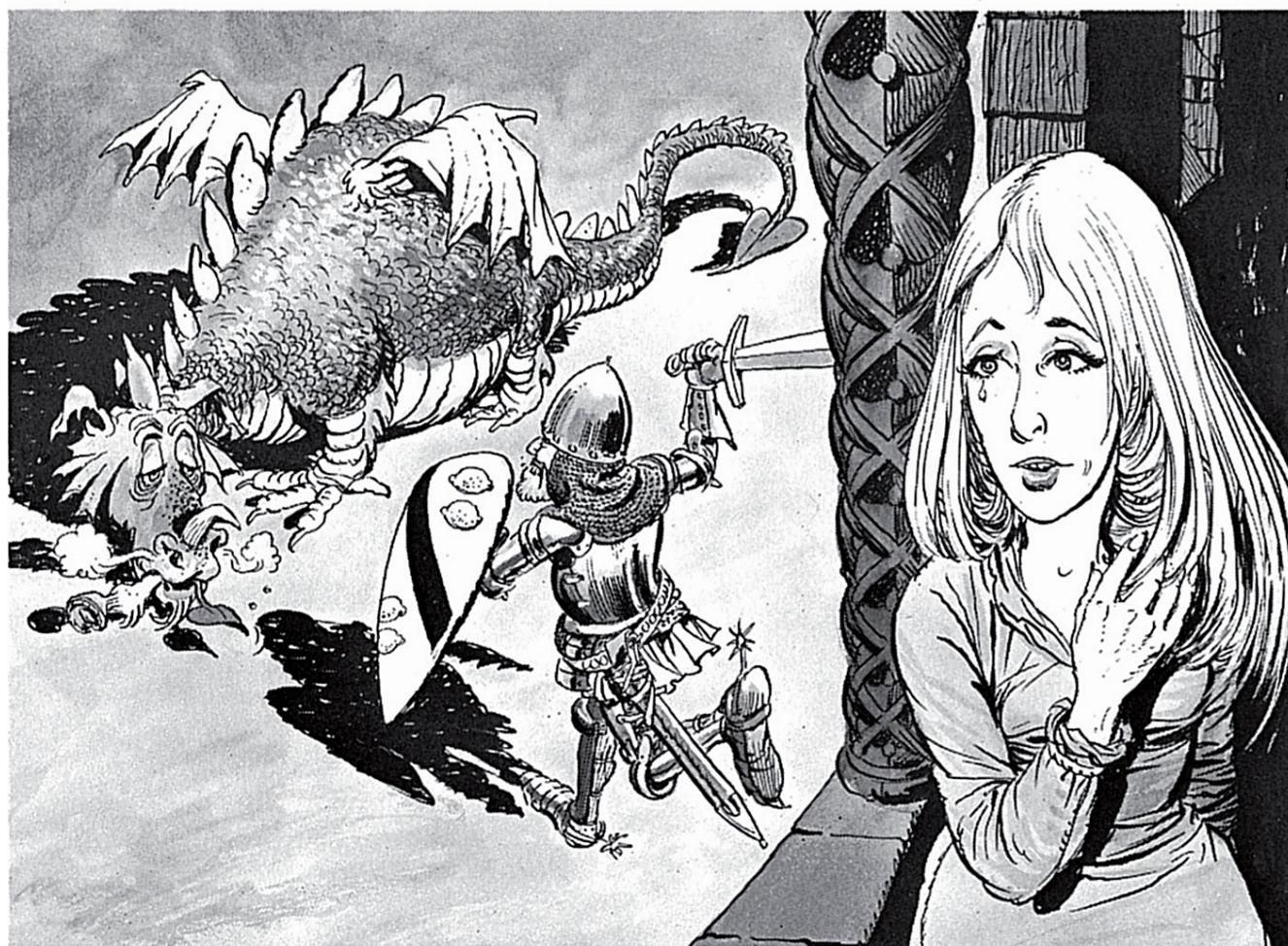
Caesar eventually went on to become a famous statesman, Antony went on to become a great general, and Cleopatra went on to become a rotten movie.

CHAPTER 5—SEX DURING THE MIDDLE AGES

SEX DURING THE MIDDLE AGES can be summed up as follows: Once a month and don't strain yourself. (See Chapter 42—BAD TWENTIETH CENTURY SEX JOKES. Or better yet, don't see it!)

But seriously, fellow scholars, the Middle Ages was an extraordinary period in the history of Sex. Gone was the wild, sick, degrading Sexual Activity of ancient Rome. In its place were gallant knights who treated ladies with honor, respect, and devotion. There is a name for this era: The Age of Chivalry. There is another name for it: The Age of Boredom.

Sex in the Middle Ages was a beautiful experience that was both uplifting and poetic. On their wedding night, the knight would take the lady in his arms, whisper softly in her ear, gently hold her closer, kiss her tenderly, and then in a fit of extreme passion, he would run out and kill a dragon.



But being very proper people, the Establishment in the Middle Ages frowned on Pre-marital Sex, and unmarried knights seldom went all the way. So usually in the case of engaged couples, the knight would go out and merely *wound* a dragon. And of course in the case of inexperienced teenagers who were just getting their feet wet in Sex, the young knight would go out and yell at a dragon. History tells us, however, that not all knights found pleasure in slaying dragons. To them, destroying a poor, ugly beast was cruel and offered no sexual gratification. So they elevated Sex to its highest level in the Middle Ages. They went on crusades and killed thousands of heathens and other people. But more about religion later.

Toward the latter part of the period some men and women began to take an interest in the traditional approach to Sex, often with unexpected results. Illustrated below is the history of one such case.



This is a young married couple, Sir Monty and his bride, Lady Celia.



Anxious to make out with her husband, Lady Celia first struggles to remove his sollerets (or wrought iron shoes).



A half hour later, still in a great passion, the lady strains to remove his gauntlets (or armored gloves.)



An hour later, still burning with passion, she struggles to remove his breast plate.



Three hours later, her passion undiminished, the lady struggles to remove his helmet, etc.



The next morning, still fighting to take off his helmet and visor, her passion at a fever pitch, she makes one valiant tug, and then makes an important discovery ...



Namely, for the past 5 years she has been married to a suit of armor.

CHAPTER 6—SEX IN THE NEW WORLD

IN THE 17th CENTURY a group of devout Pilgrims, who were persecuted because of their religion, set sail aboard the Mayflower for the New World and religious freedom. It was a very rough crossing, and the Pilgrims found engaging in Sex on the boat to be a harrowing experience. Many of them threw up continuously and were sick for weeks. But since this was the way they also reacted to Sex on *land*, it was no big problem for them.



Once they arrived in the New World, the Pilgrims were delighted. Not only were they able to worship God as they pleased, but they were able to make everybody else worship God as the Pilgrims pleased—or else. They were also able to kill Indians and burn people as witches, and democracy as we know it today was born.

One of the most famous Sexual Incidents in those days involved an Army Officer named Miles Standish, who was in love with a girl named Priscilla. But since he was too shy to speak to her, he sent his friend, John Alden, to tell her that Standish would like to make out with her. As it turned out, Alden not only made out with her himself, but he married her. But being the noble man that he was, Standish blessed the marriage, and from then on, was known throughout the annals of Pilgrim history as “An Officer and a Gentleman . . . and a Schmuck.”



CHAPTER 7—SEX DURING REVOLUTIONARY DAYS

SEX THRIVED and flourished in the New World all the way through the Revolutionary War and the founding of this country. Perhaps the greatest Sexual Figure in Revolutionary times was also known as "The Father of Our Country". His name was Benjamin Franklin. We realize some people think that George Washington was the father of our country, and you may say, "You don't know your history." All we can say is, "You don't know your Benjamin Franklin!"

This is Benjamin Franklin, the greatest swinger in early U.S. history. For those who wonder how a fat, pudgy man with glasses can be such a fantastic American Sex Symbol, see Chpt. 44—HERE COMES HENRY KISSINGER, HE'S A CRAZY GUY



CHAPTER 8—SEX DURING THE VICTORIAN ERA

There was no Sex during the Victorian era.

This is Queen Victoria. Now you know why.



CHAPTER 9—SEX TODAY

WHICH BRINGS us up to the present. And somewhere up in heaven Adam is saying, "Oh, God!"

And God says, "Did you want Me, Adam?"

And Adam says, "No, I was just looking down on Earth. Do you see what's going? Oh, God!"

And God looks down and He says, "Oh, Me!"

And Adam says, "Do you see all that carrying on? Those wonton men? And those wicked women who sell their bodies for money? What do you call them again?"

"Suburban Housewives," says God sadly.



"And those movies," says Adam. "I just saw one down there I couldn't believe. And it was rated GP. What does GP stand for?"

"God Protests," says God. "Oh, Adam, I meant well when I started this whole thing. Where did I go wrong?"

"Don't be so hard on Yourself," says Adam.

"But what should I do?" asks God. "I must teach them a lesson."

"I have it," says Adam. "Why don't you do what you once did in Egypt? Go into every home and slay the first-born."

"I thought of that," says God, "but it won't work. Where are you going to find a house nowadays where the first born *lives* at home? On top of which, you kill some of those kids, you won't be punishing the parents, you'll be doing them a favor."

"Well, then how about another one of your famous plagues?", says Adam. "They worked great in Egypt."

"I'm one step ahead of you," says God. "I sent down some locusts last Wednesday. They all died in the pollution. Except twelve, and they were mugged by mosquitoes."

Whereupon Adam gave God a rim shot, and then he said, "I got it. Why not do the Noah's Ark bit again? You get some pure, clean people. You know, the Nixons, Billy Graham, the King Family, and like that. You put them all on a boat with beasts of the field. Then you make forty days of torrential rain, you drown the rest of the world, and you start all over again."

ORIGINALLY PUBLISHED IN MAD #169, SEP 1974



"Hmm," thinks God, "Richard's Ark. Not a bad idea. No, no, it won't work. All of those people alone on a boat for forty days with all those animals. God only knows what could happen nowadays. And I do. So I won't."

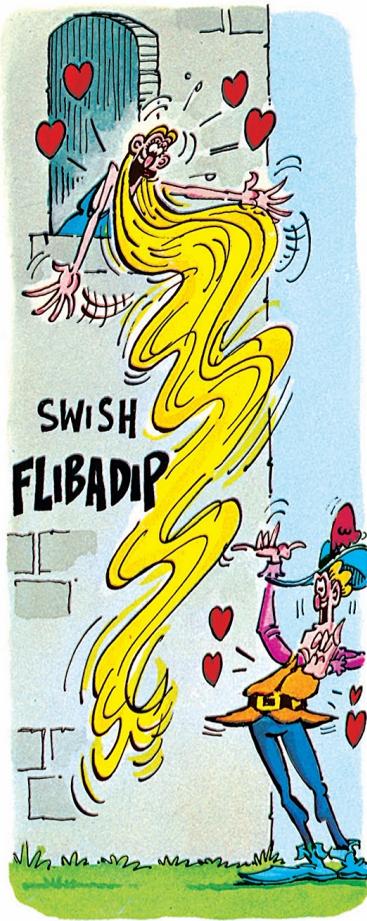
"Well then," says Adam, "I guess all we can do now is pray."

"That's easy for *you* to say," says God.

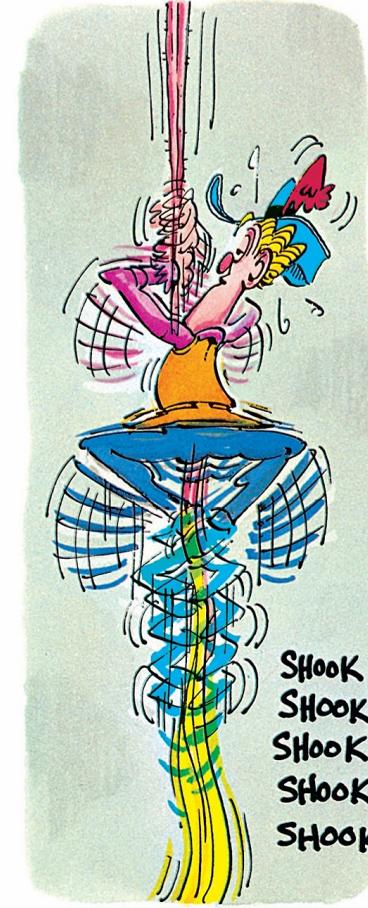
CHAPTER 10—SEX TONIGHT

Please. Not tonight. I have a headache.

MAD'S MADDEST ARTIST TAKES A LOOK AT A FAIRY TALE



WRITER & ARTIST DON MARTIN



**HEART FAILURE DEPT.**

It's ROMANCE when you're beguiled by an introduction to a MAD article like this one. It's LOVE when you

have the blind faith to read on in the vain hope that you're going to run into something funny. And it's a

MAD'S "ROMANCE-LOVE-

WRITER FRANK JACOBS

It's ROMANCE ...

... when you think her hyena laugh is cute.

It's LOVE ...

... when you accept that her hyena laugh is part of her personality.

It's a RELATIONSHIP ...

... when you realize there's more to life than just having laughs.

It's ROMANCE ...

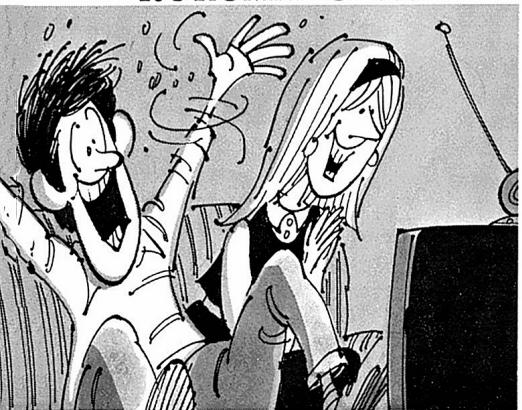
... when you take him to meet your friends.

It's LOVE ...

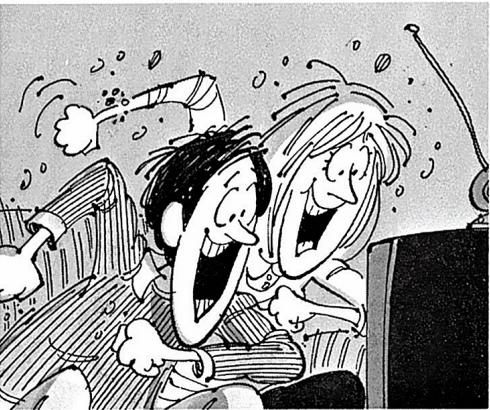
... when you take him to meet your family.

It's a RELATIONSHIP ...

... when you take him to meet your analyst.

It's ROMANCE ...

... when you get excited watching his favorite football team on TV.

It's LOVE ...

... when you become as excited a fan as he is.

It's a RELATIONSHIP ...

... when you realize that's the high point of your excitement together.

RELATIONSHIP when you get through the entire article and you realize you've been duped again, but you still

keep buying the magazine for some strange reason you can't explain. All of which is our way of introducing



-RELATIONSHIP" BOOK

ARTIST PAUL COKER, JR.

It's ROMANCE ...



... when you lie to him about your age.

It's LOVE ...



... when you lie to him about your age, and he knows you're lying.

It's a RELATIONSHIP ...



... when you tell him your real age, and he wishes you were still lying.

It's ROMANCE ...



... when you plan your week-end around her.

It's LOVE ...



... when you plan your lifetime around her.

It's a RELATIONSHIP ...



... when you plan your income tax return around her.

It's ROMANCE ...



... when he loves the way you dress.

It's LOVE ...



... when he helps you pick out clothes at the store.

It's a RELATIONSHIP ...



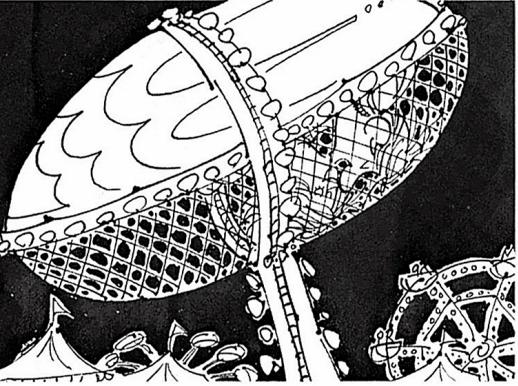
... when he asks you if sometimes he can wear them.

It's ROMANCE . . .



... when you surprise him with a birthday gift.

It's ROMANCE . . .



... when it makes no difference where you spend your vacation.

It's ROMANCE . . .



... when she thinks you're the greatest lover in the world.

It's ROMANCE . . .



... when you spend a lot of time talking about love.

It's LOVE . . .



... when you don't mind that he doesn't like it.

It's LOVE . . .



... when you want to go camping and she wants to go sailing . . . and you give in and go sailing.

It's LOVE . . .



... when she accepts the fact that even the greatest lover in the world can't perform occasionally.

It's LOVE . . .



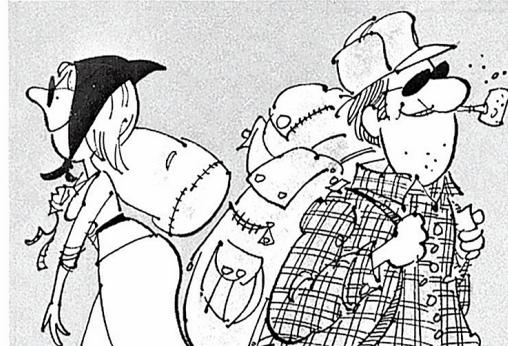
... when you spend a lot of time talking about a relationship.

It's a RELATIONSHIP . . .



... when he asks you to return it.

It's a RELATIONSHIP . . .



...when you want to go camping, and she wants to go sailing . . . and you go camping . . . and she goes sailing.

It's a RELATIONSHIP . . .



... when you spend a lot of time reminiscing.

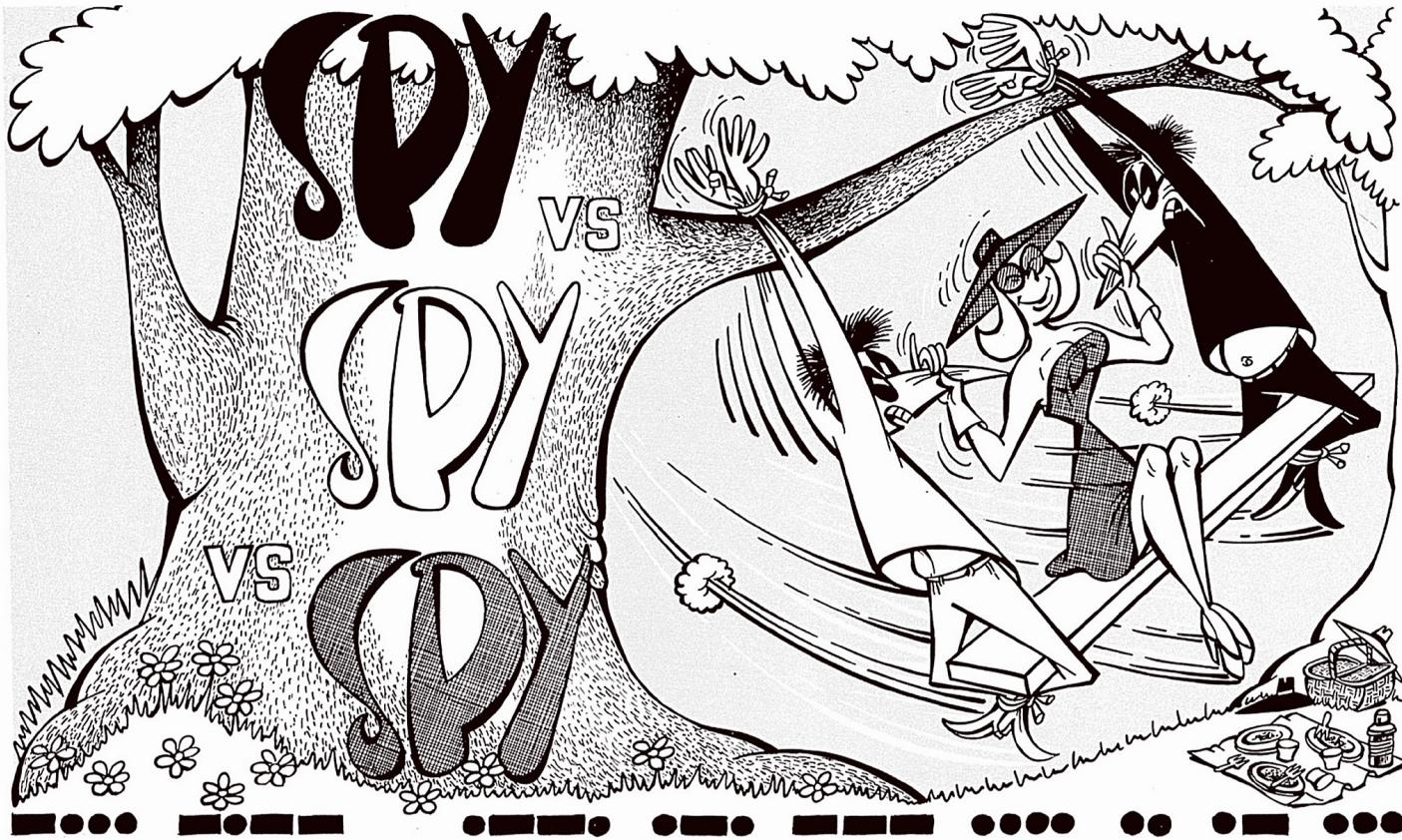
It's a RELATIONSHIP . . .



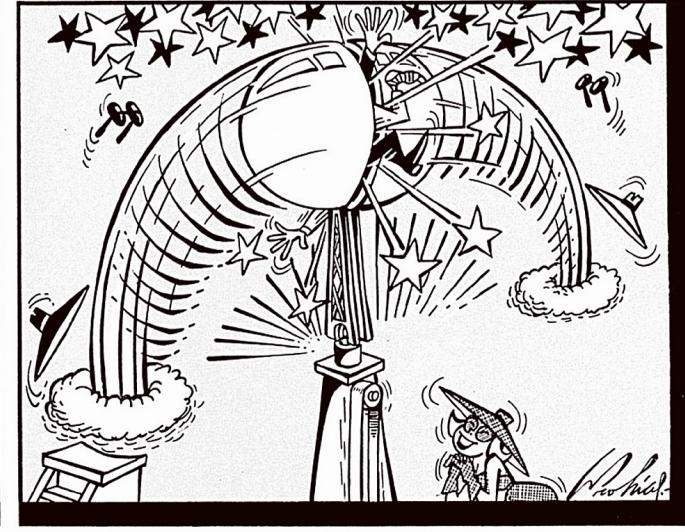
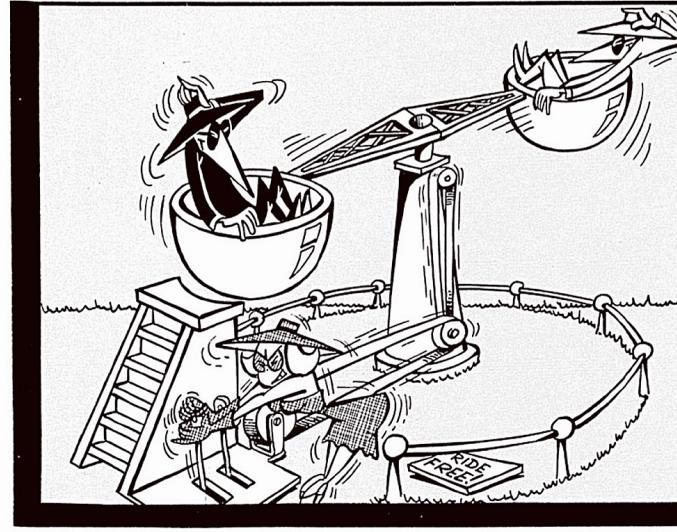
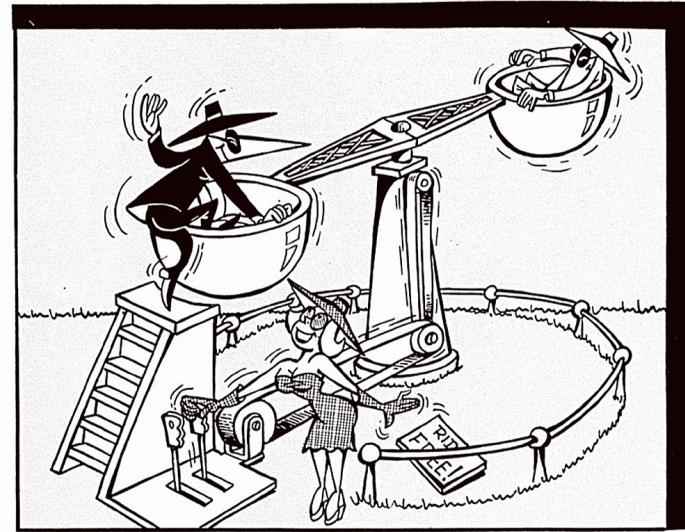
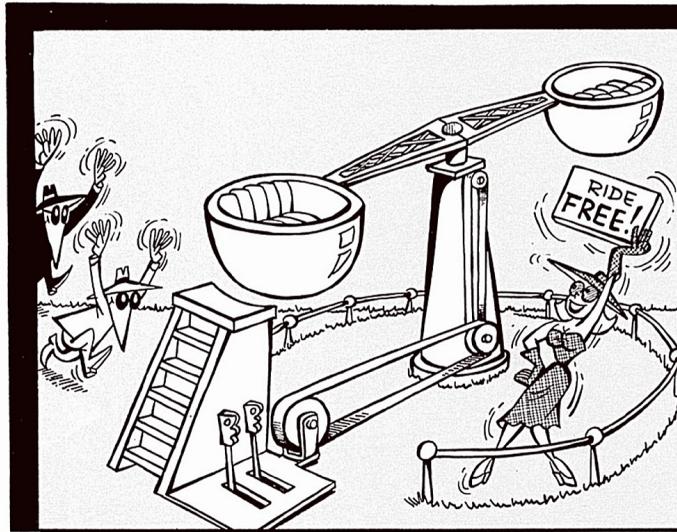
... when you spend a lot of time talking about your weight.



JOKES AND DAGGER DEPT.



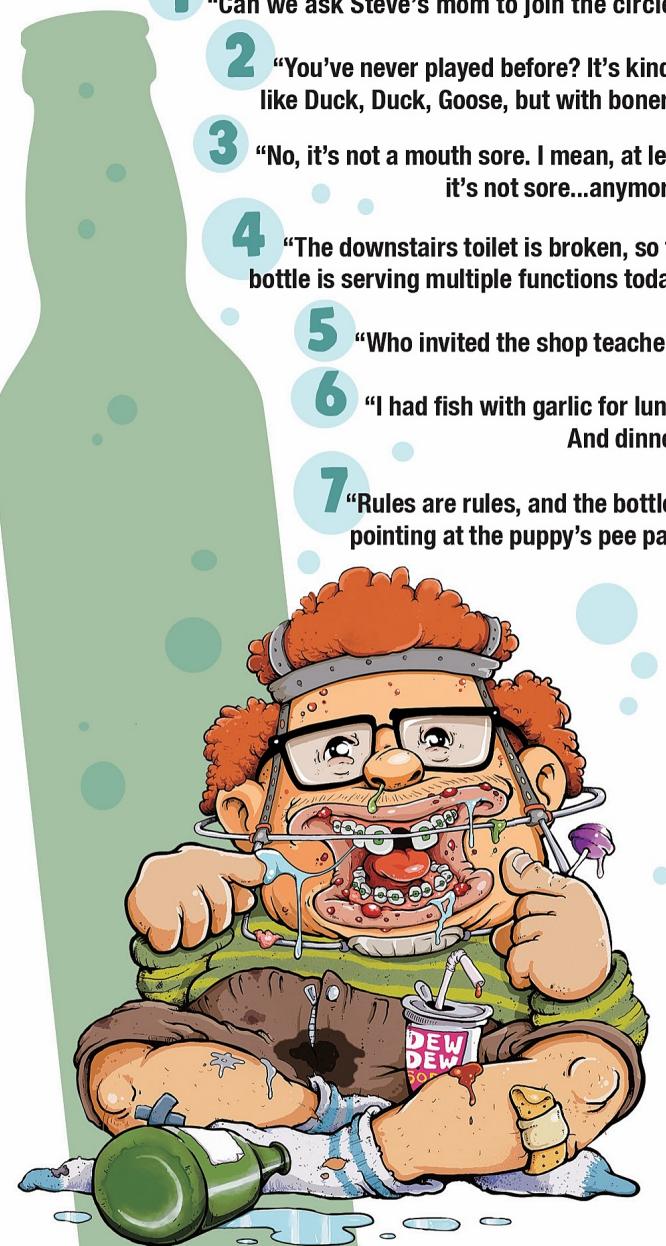
WRITER & ARTIST ANTONIO PROHIAS





7 THINGS YOU DON'T WANT TO HEAR WHILE PLAYING SPIN THE BOTTLE

- 1 "Can we ask Steve's mom to join the circle?"
- 2 "You've never played before? It's kind of like Duck, Duck, Goose, but with boners."
- 3 "No, it's not a mouth sore. I mean, at least it's not sore...anymore."
- 4 "The downstairs toilet is broken, so the bottle is serving multiple functions today."
- 5 "Who invited the shop teacher?"
- 6 "I had fish with garlic for lunch. And dinner."
- 7 "Rules are rules, and the bottle is pointing at the puppy's pee pad."

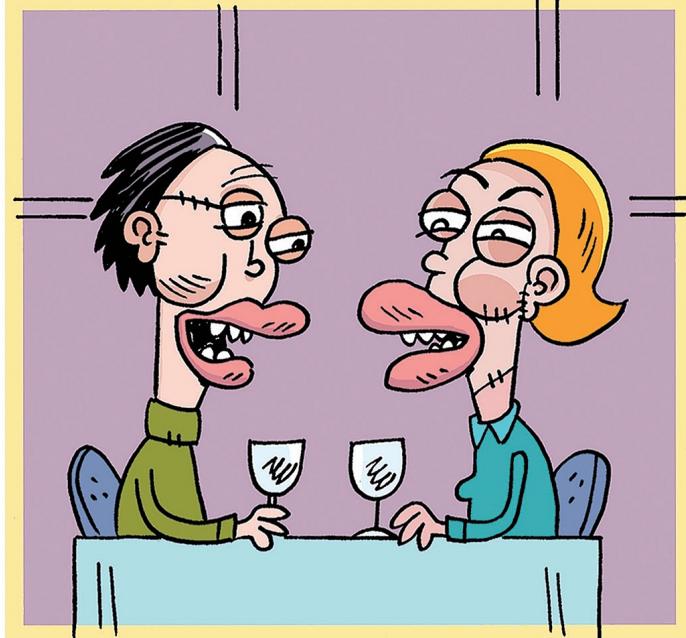


WRITER KIT LIVELY

ARTIST JOSH MECOUCH

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"Who would've thought that two members of a class-action lawsuit against a criminally negligent cosmetic surgeon could find true love?"

WRITER & ARTIST SCOTT NICKEL



"I just don't see this going anywhere."

WRITER IAN BOOTHBY ARTIST PIA GUERRA

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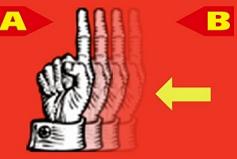
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WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW **MAD FOLD-IN**

We truly wish Taylor Swift and Travis Kelce the best. They have both achieved success on a level few humans will ever know and because of that, they may have found their perfect match. However, should things come to an end, someone's definitely going to get hurt. To see who that is, fold in as shown.

SWIPE FROM B TO A TO FOLD



THEIR ROMANCE IS FODDER FOR TABLOID NEWS AND TRASHY MAGAZINES. THEIR FAME BROUGHT THEM TOGETHER. SADLY, IT MAY ALSO TEAR THEM APART.

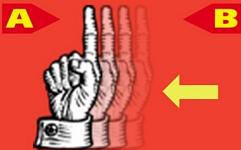


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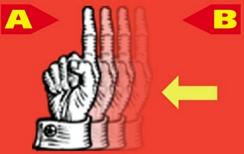
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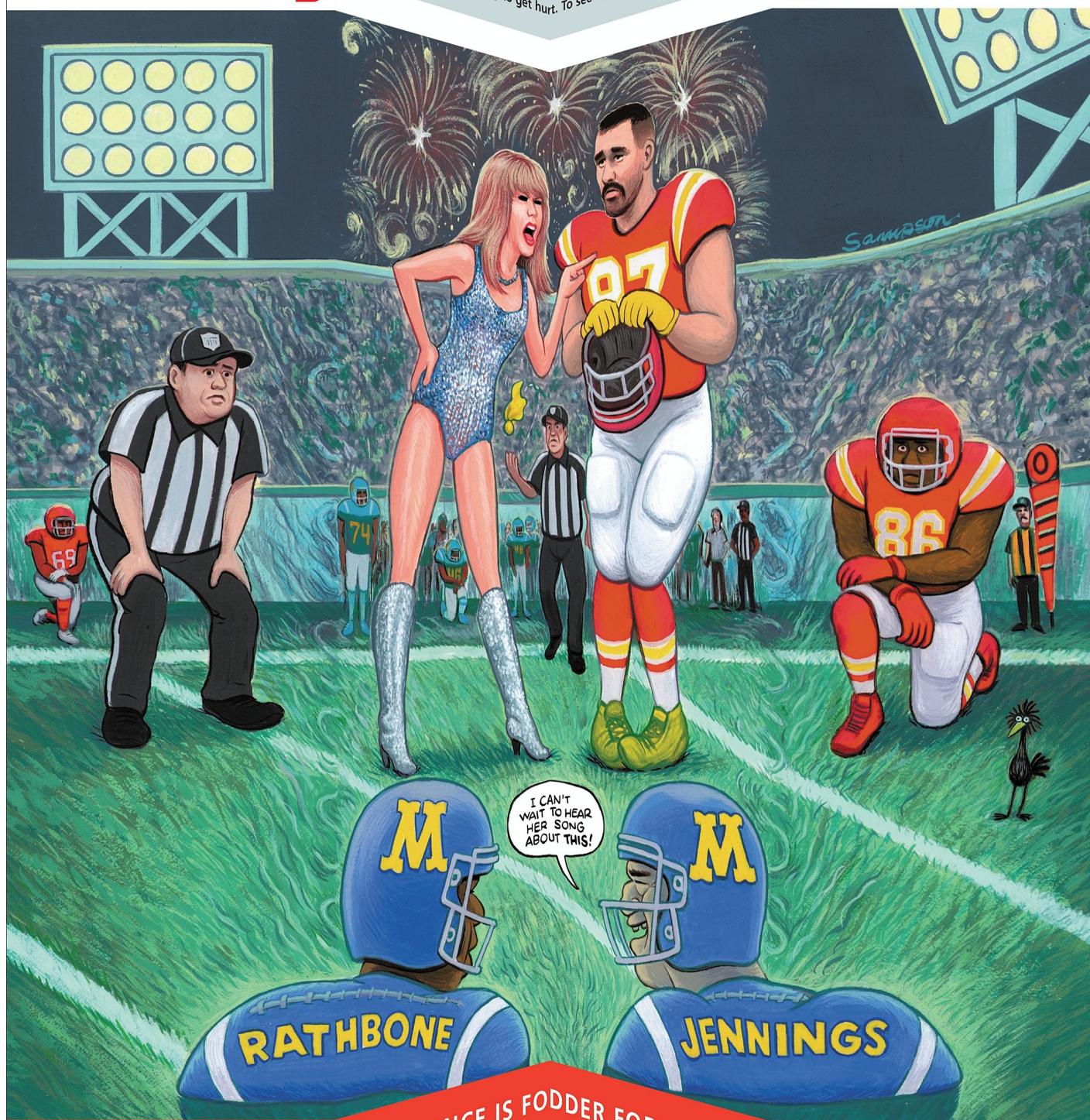
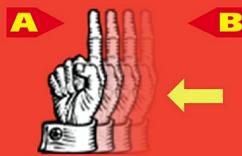


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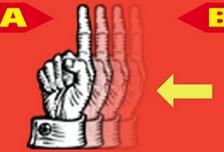
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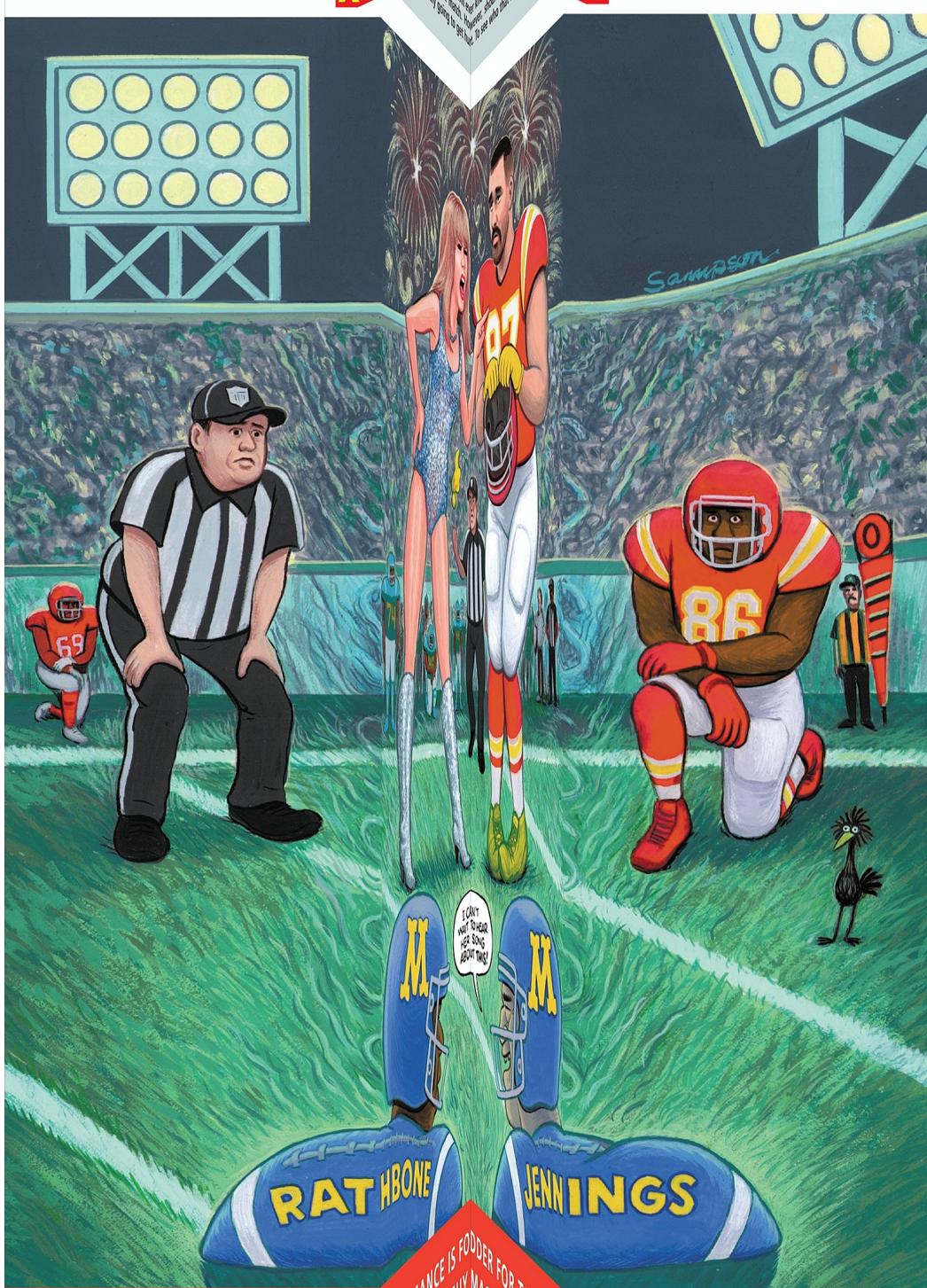
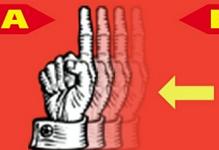


WHO WILL
FEEL IT THE
MOST IF TAYLOR
AND TRAVIS
BREAK UP?

HERE WE GO WITH AN ALL-NEW
MAD FOLD-IN

We truly wish Taylor Swift and Travis Kelce date each other. They have both achieved success on a level their performances will never have again and because of that they may have found their perfect match, however, some things come and go that may end someone's definitely going to get left behind.

SWIPE FROM B TO A TO FOLD



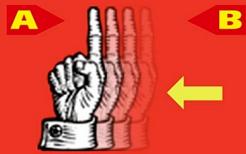
THEIR ROMANCE IS FOUDER FOR TABLOID
NEWS AND TRASHY MAGAZINES. THEIR
FAME BROUGHT THEM TOGETHER, SAD-
LY, IT MAY ALSO TEAR THEM APART.
WRITER & ARTIST: JOHNNY SAMPSON

A

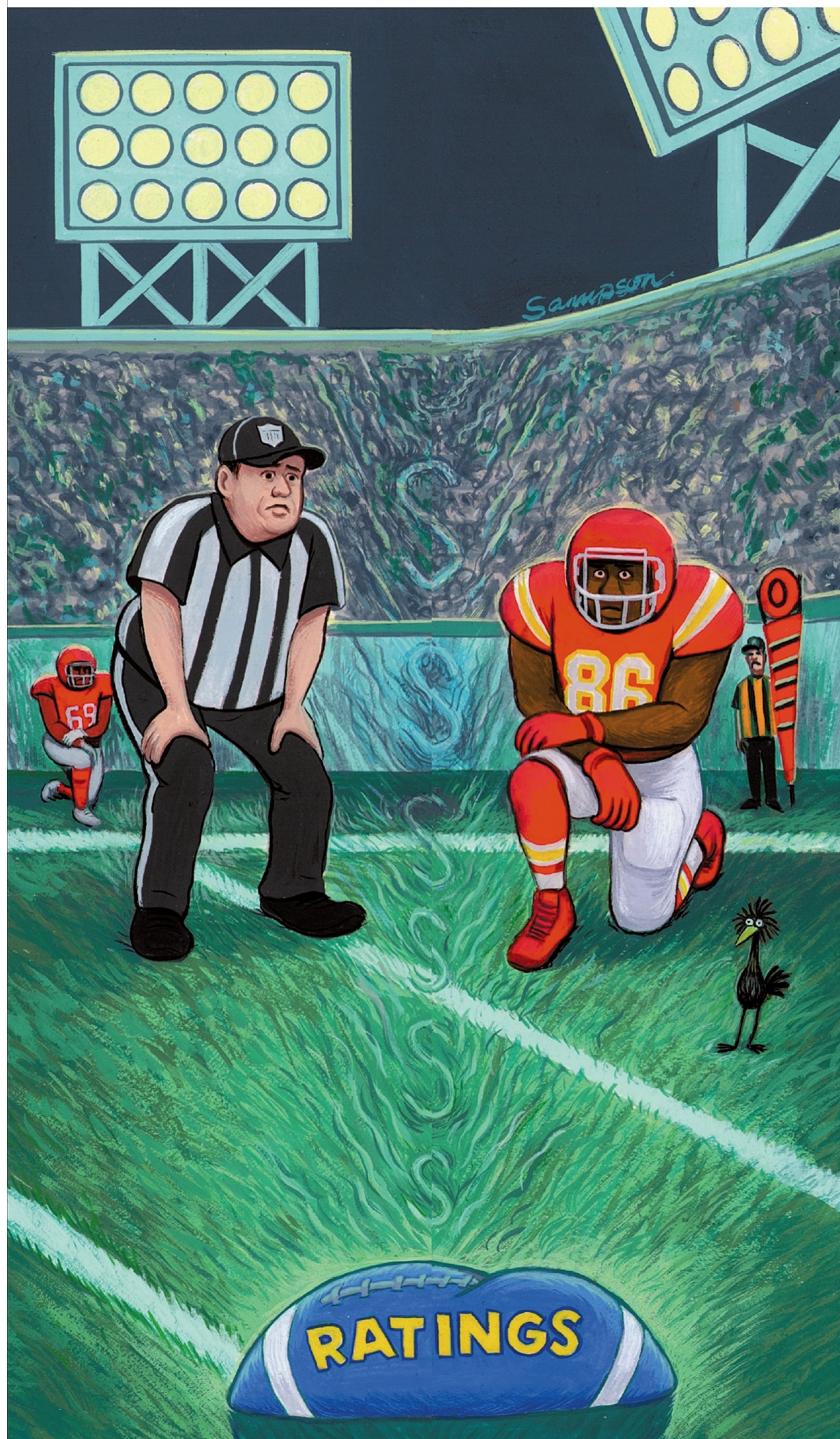
B

**WHO WILL
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SWIPE FROM B TO A TO FOLD



A < B

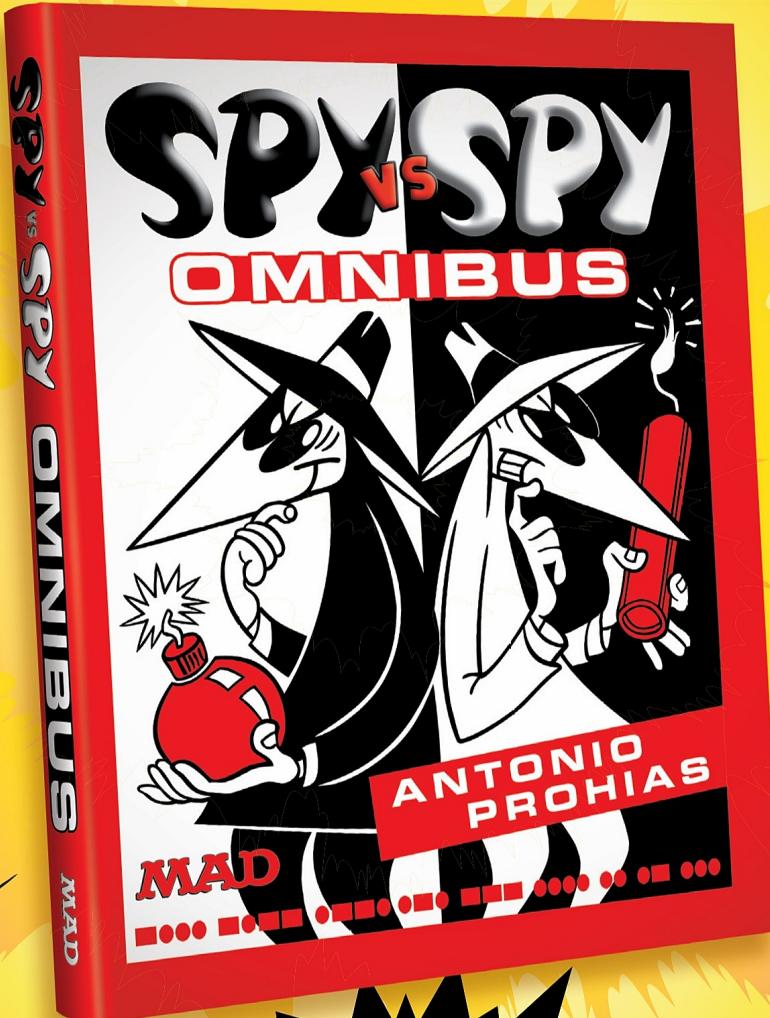


THE
N
F
L

A < B

YOUR ASSIGNMENT
IF YOU CHOOSE TO ACCEPT IT...
BUY THIS BOOK!

MAD



KINDA
CHEAP!

BOOM

THE DIABOLICAL DUO OF DOUBLE-CROSS
AND DECEIT RETURN TO PRINT IN THIS OMNIBUS
COLLECTING 50 YEARS OF SPY VS. SPY!

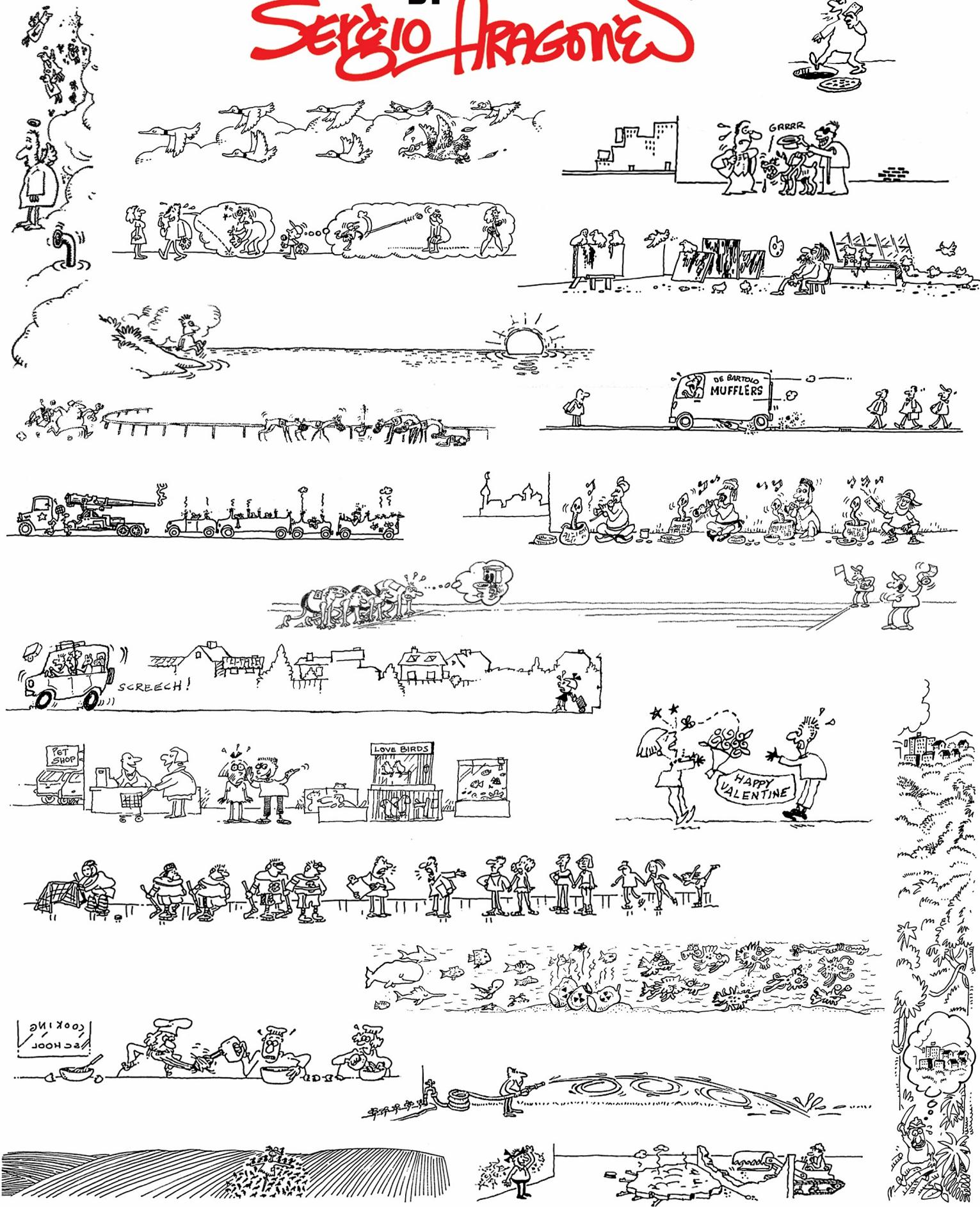
ON SALE NOW

THIS AD WILL SELF-DESTRUCT IN 10 SECONDS!

DRAWN OUT DRAMAS

BY

Sergio Aragones



MAD

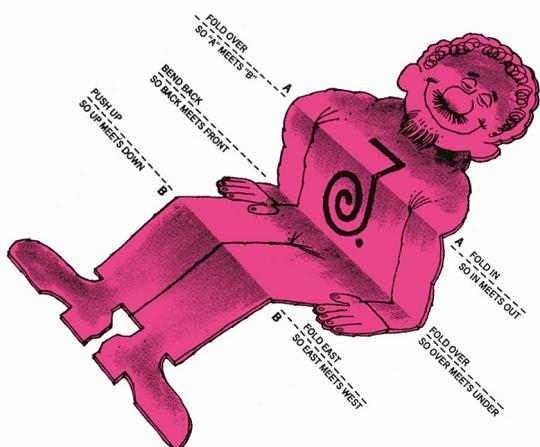
DIGITAL EDITION

BONUS MATERIAL!

After all that mushy romance stuff here's one more movie parody you just can't ignore, Dan! Hope you're hungry for some Hasenpfeffer too! From MAD #279, June 1988.



In Al Jaffee's classic Fold-in from MAD #297, July 1980, true love completely flips-out and folds in all at the same time.



AND THEY CALL IT YUPPIE LOVE DEPT.

Why did this very ordinary movie draw such a big audience? Is it a modern morality tale illustrating the evil that can befall one who transgresses his marriage vows? *Nah!* Is it a cautionary tale about fooling around with a modern woman? *Nah!* Is it a warning to Yuppies about the perils of being upwardly mobile? *Nah!* So what is it? Who knows! But one thing is certain—for millions of people this film was a

Feeble ATTRACTION

ARTIST: MORT DRUCKER

WRITER: STAN HART



Hi, I'm Alex and I have a terrific job! I'm a book editor in a big publishing house and I'm right under the president!

How'd you get that great job?

I just told you! Now listen, let's not rush this relationship! But at the outset, there's something I have to know! What's your name?

Duncey! And even though we're rather intimate for people who've only known each other seven minutes, there's something I have to ask, too...

The answer is, "No, I don't have any communicable diseases!" I'm in a very low risk group!

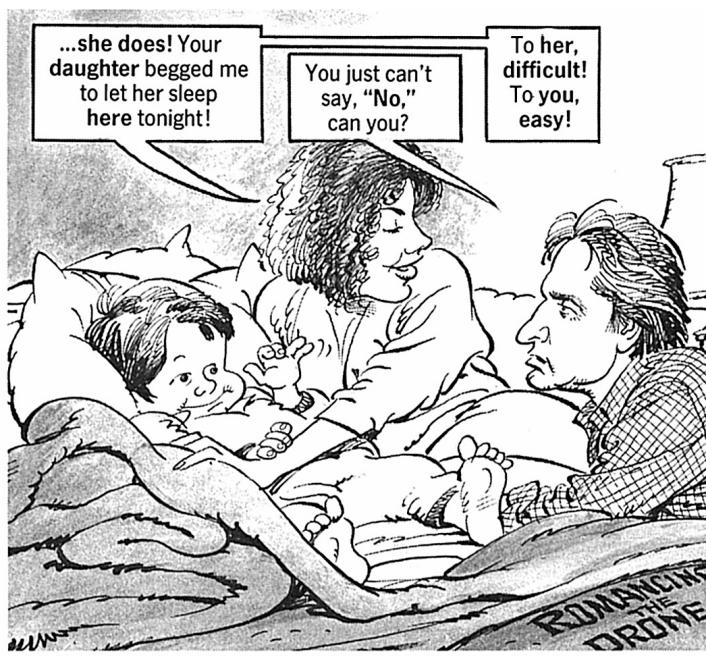
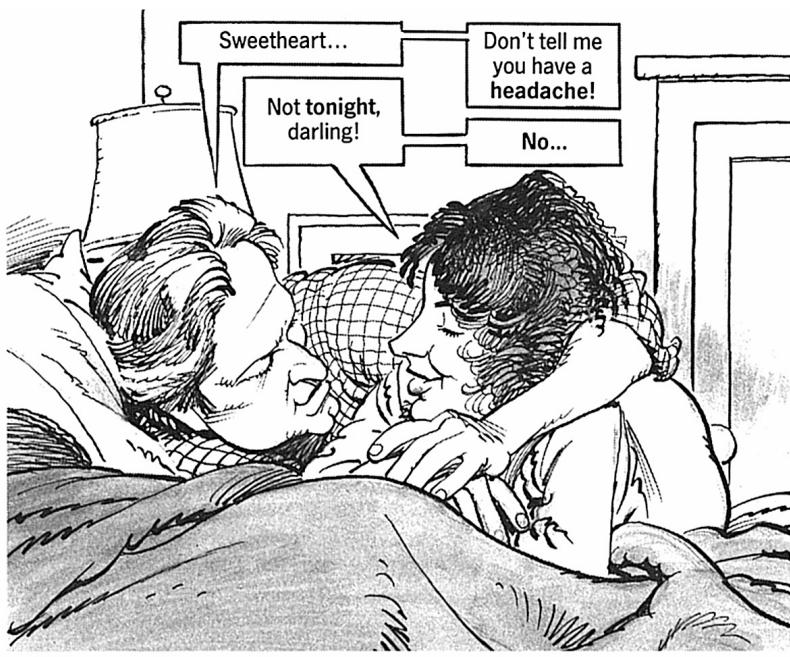
Oh? Which group is that?

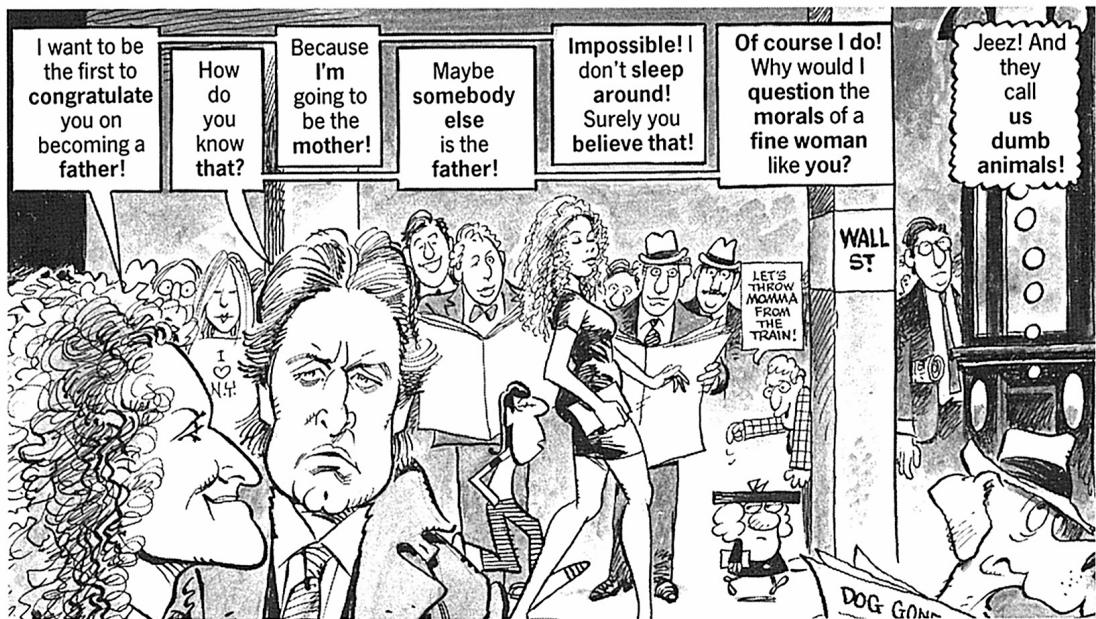
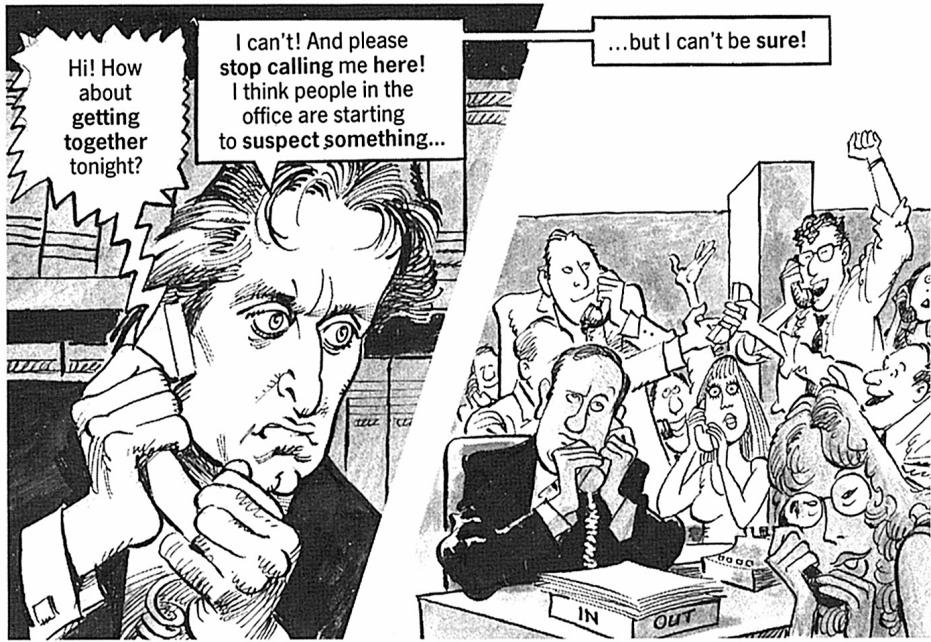
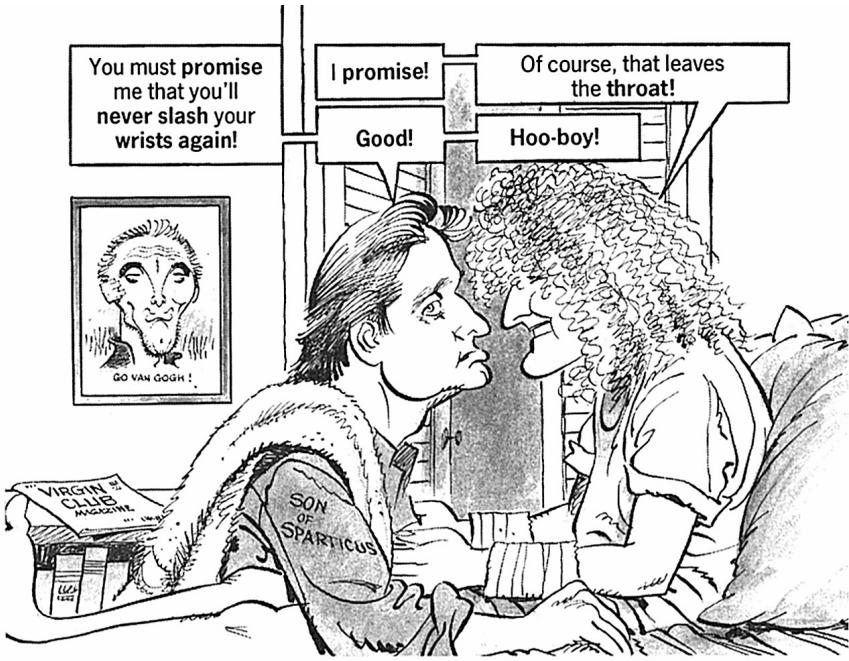
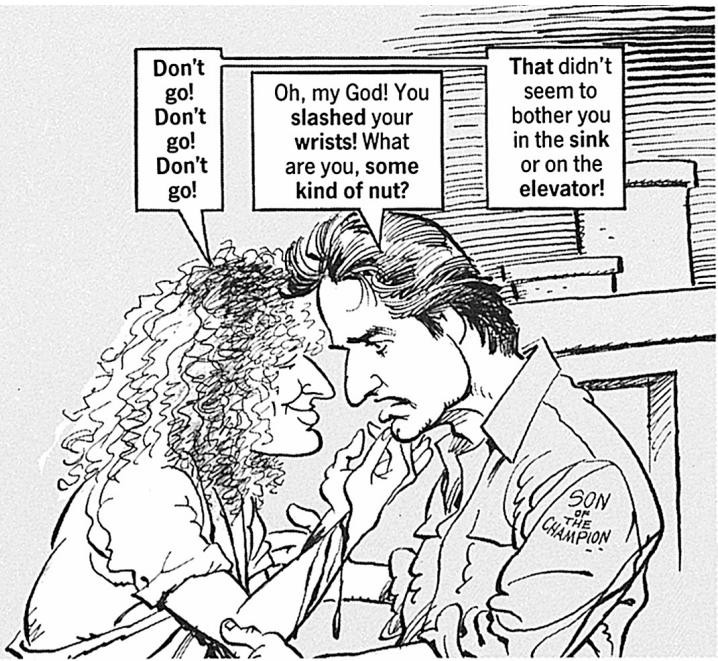
Homicidal maniacs!

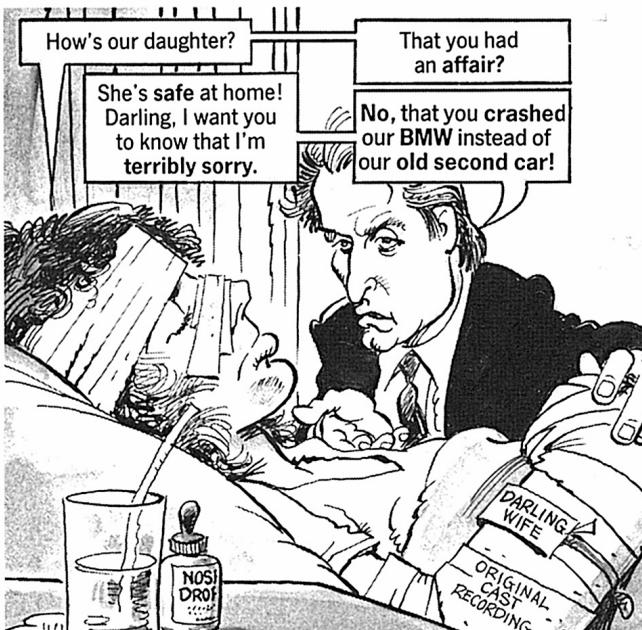
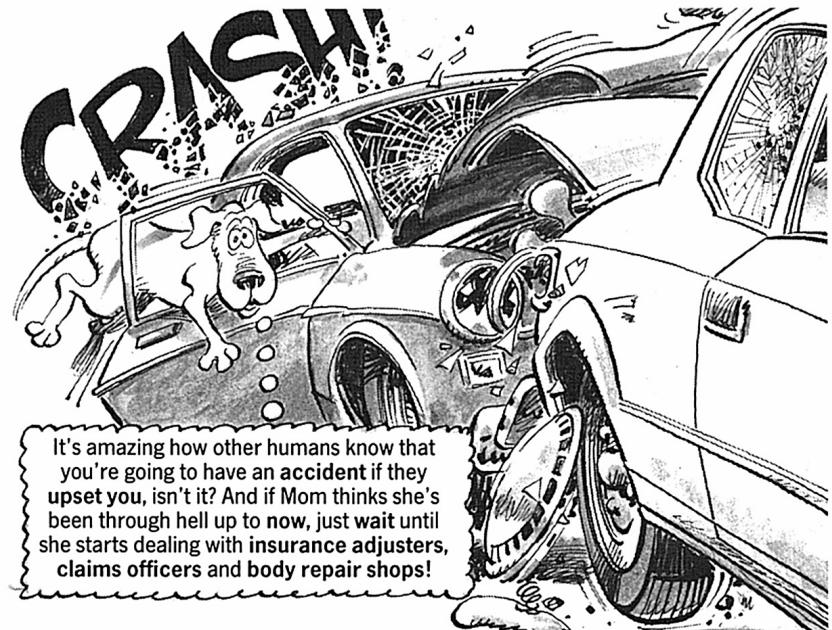
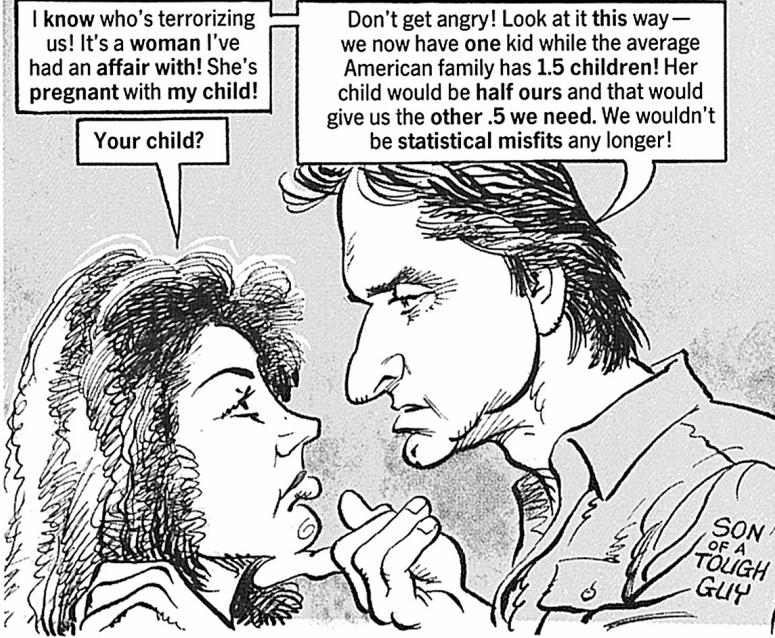
I hate watching my master cheat on his beautiful, trusting wife without feeling any pangs of conscience! He's acting like an animal! Not this animal, mind you — me he had fixed! Had he been fixed, it would've saved us all a lot of trouble!

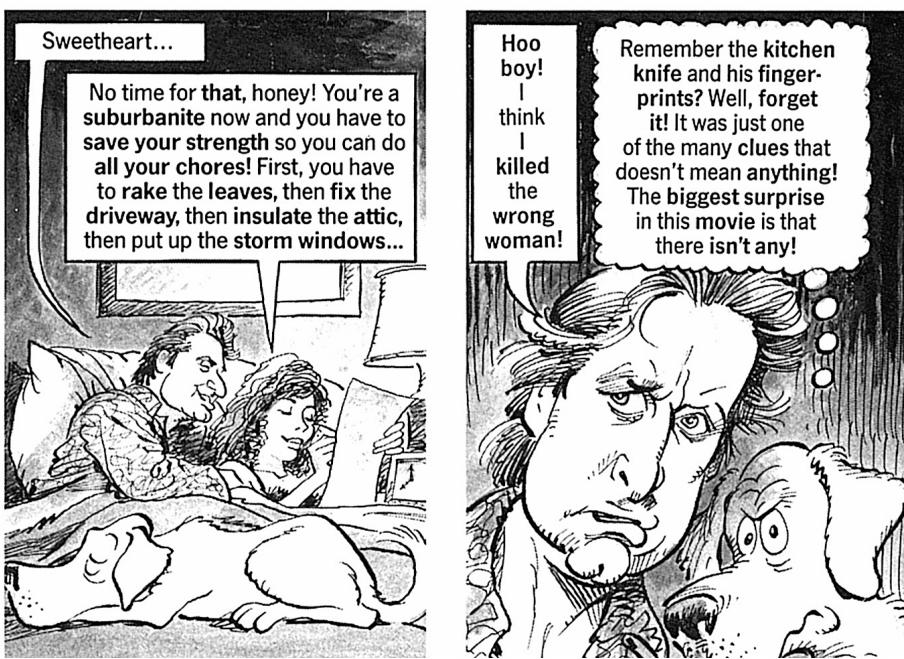
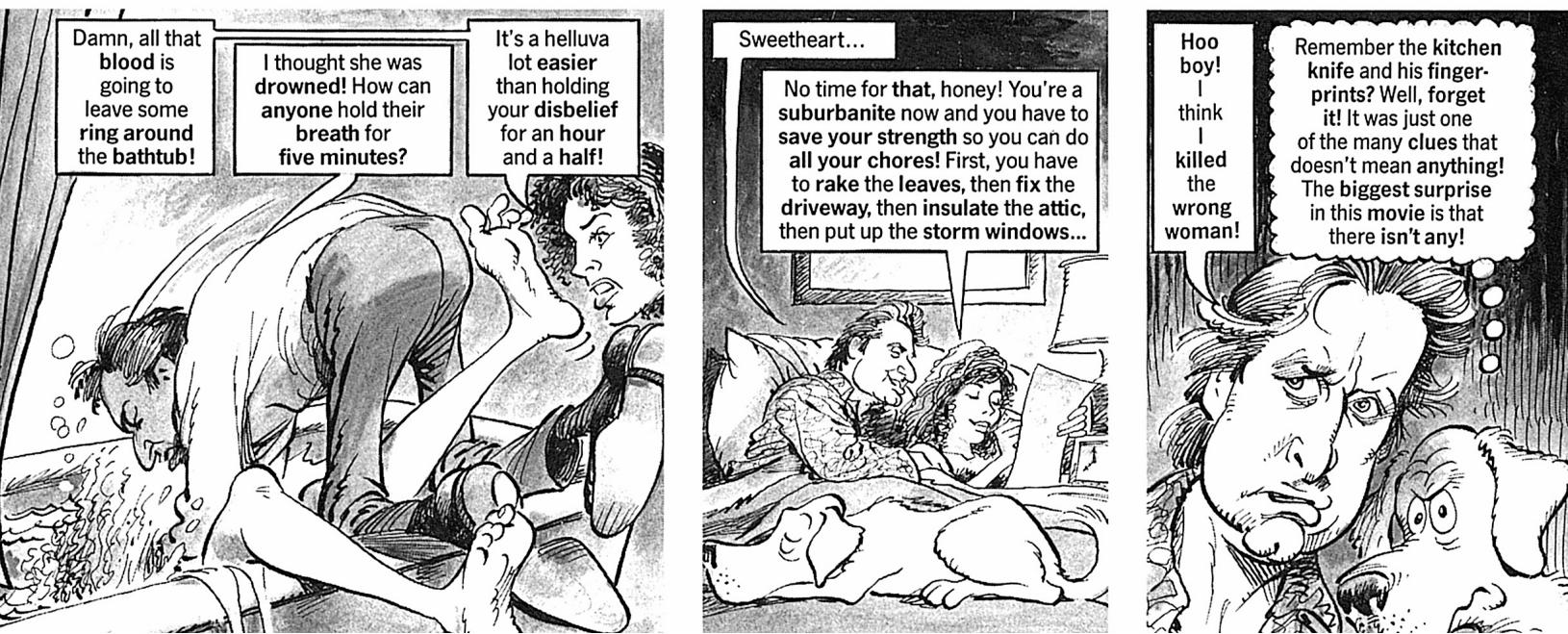
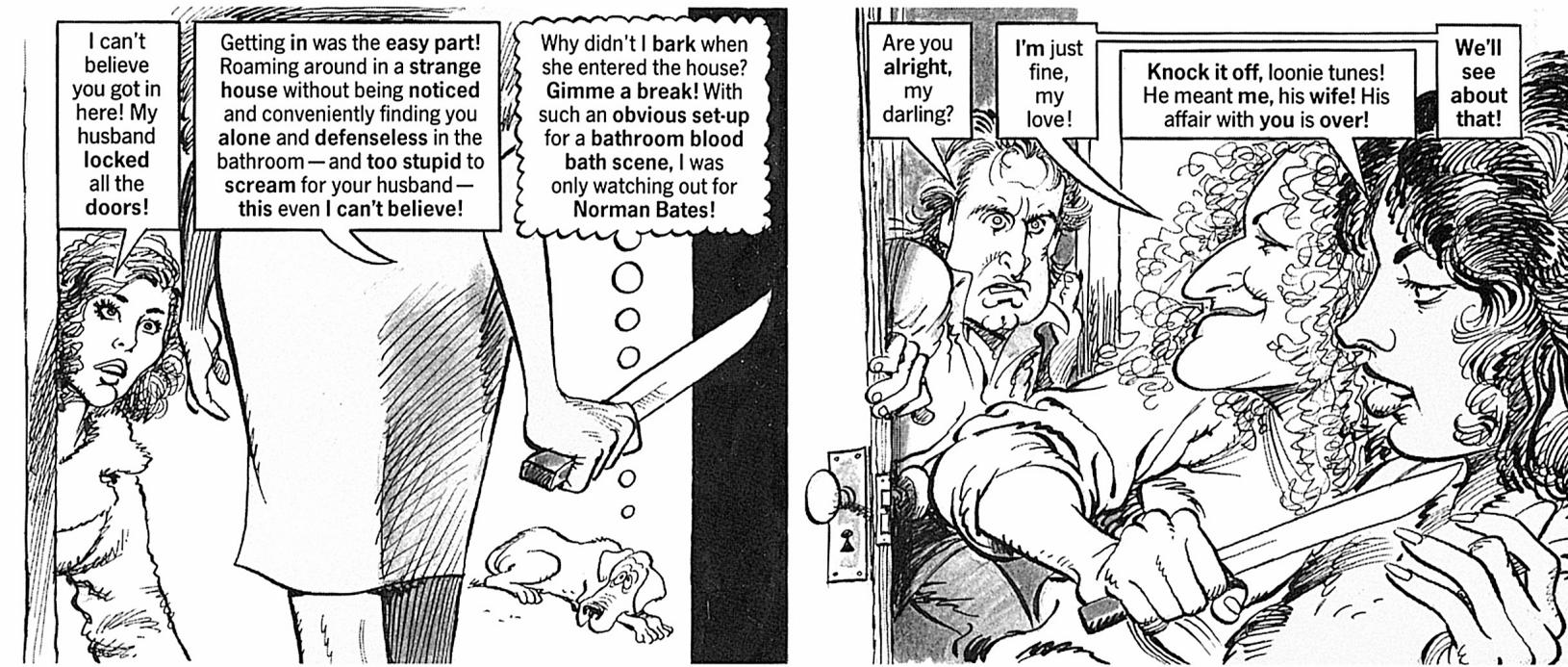
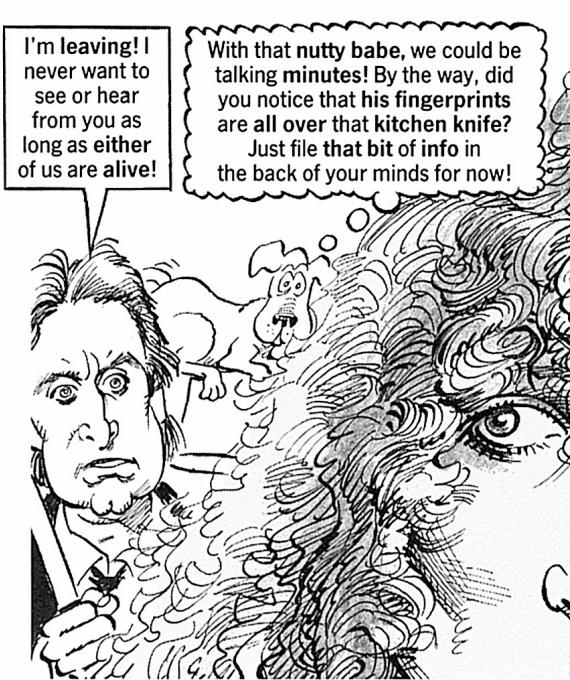
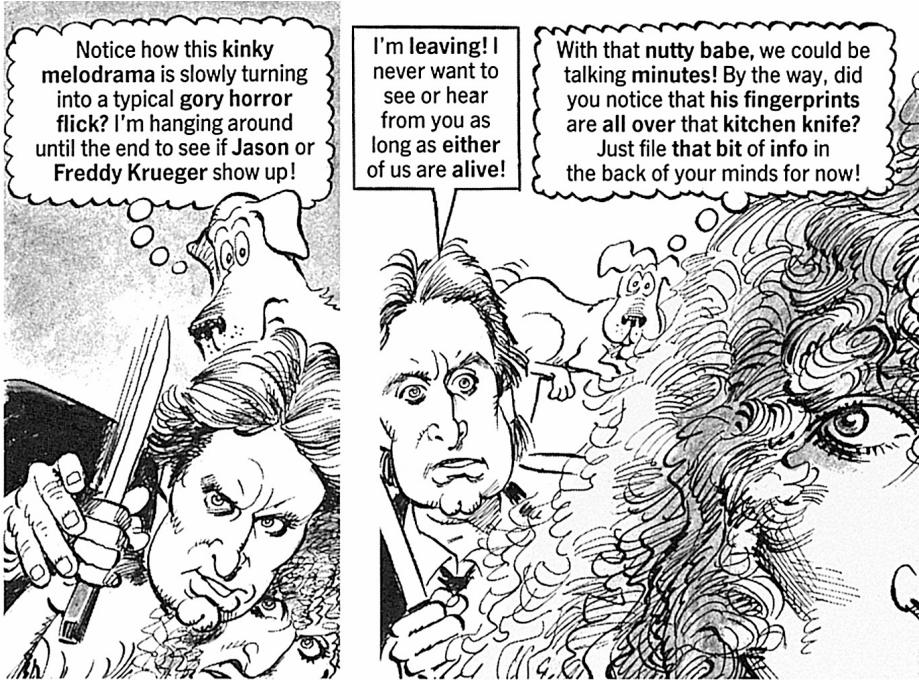
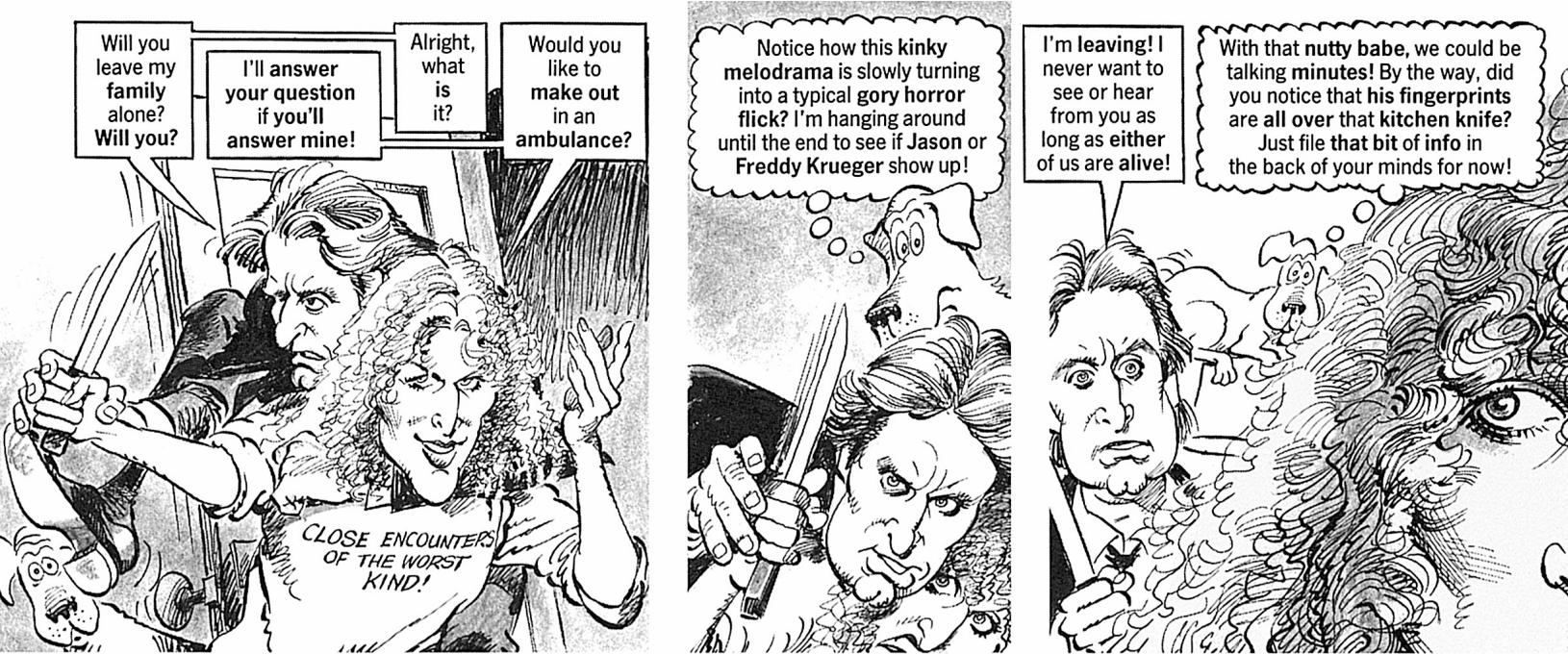


MORT
DRUCKER









WHAT NEW WAY
ARE PEOPLE
FALLING "HEAD
OVER HEELS"
THESE DAYS?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every generation that comes along discovers new ways to do the same old things. To find out how people are falling "head over heels" these days, merely fold in the page as shown on the right.



FOLD PAGE OVER LIKE THIS!

A►

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ROMANTIC LOVE IS APPEALING, BUT A RICHER, FULLER
LOVE NEEDS CHARACTER, TOO. BEAUTY ONLY
SKIN DEEP, DOESN'T ALWAYS GUARANTEE HAPPY MATING!

A►

WRITER & ARTIST AL JAFFEE

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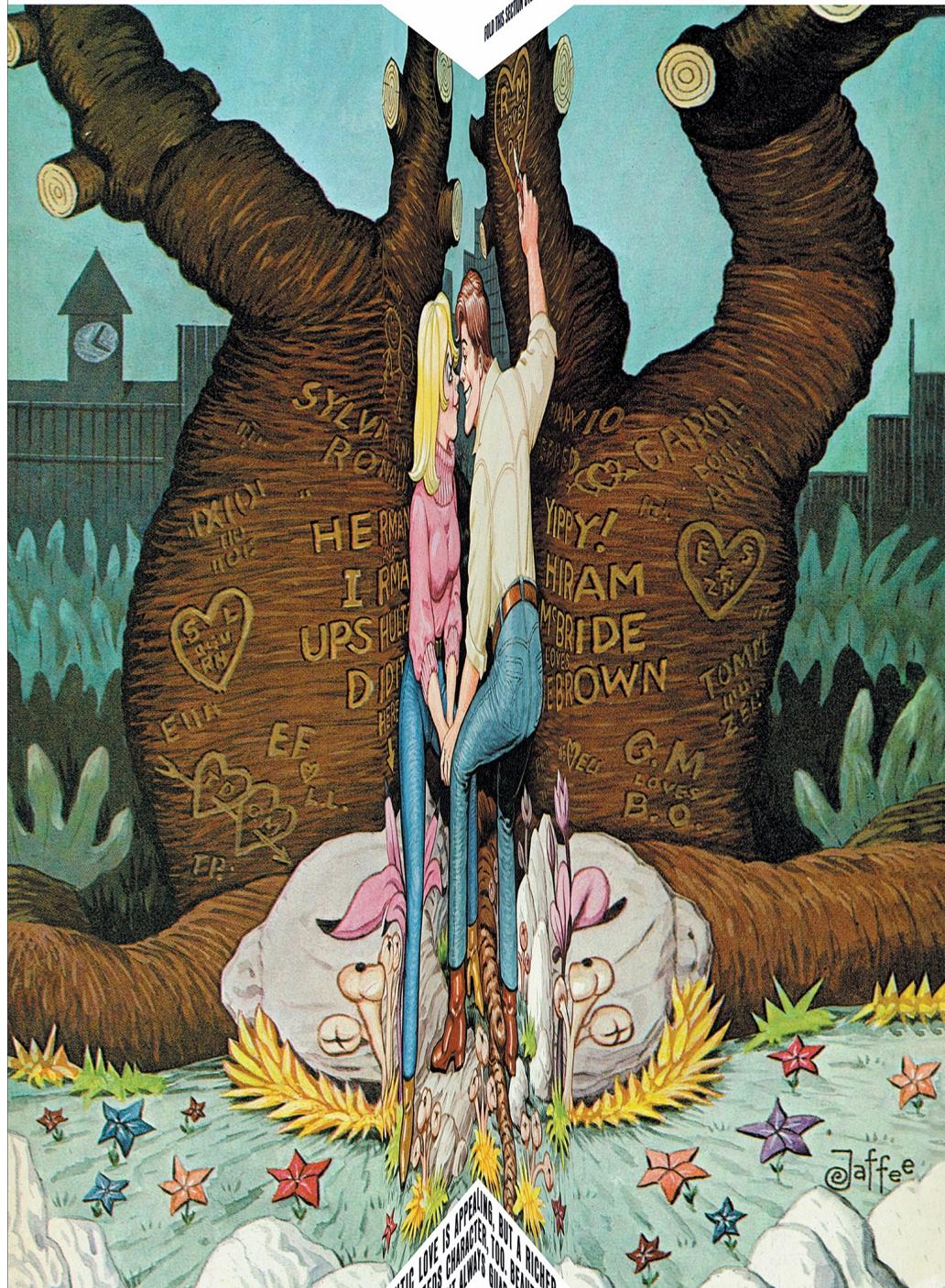
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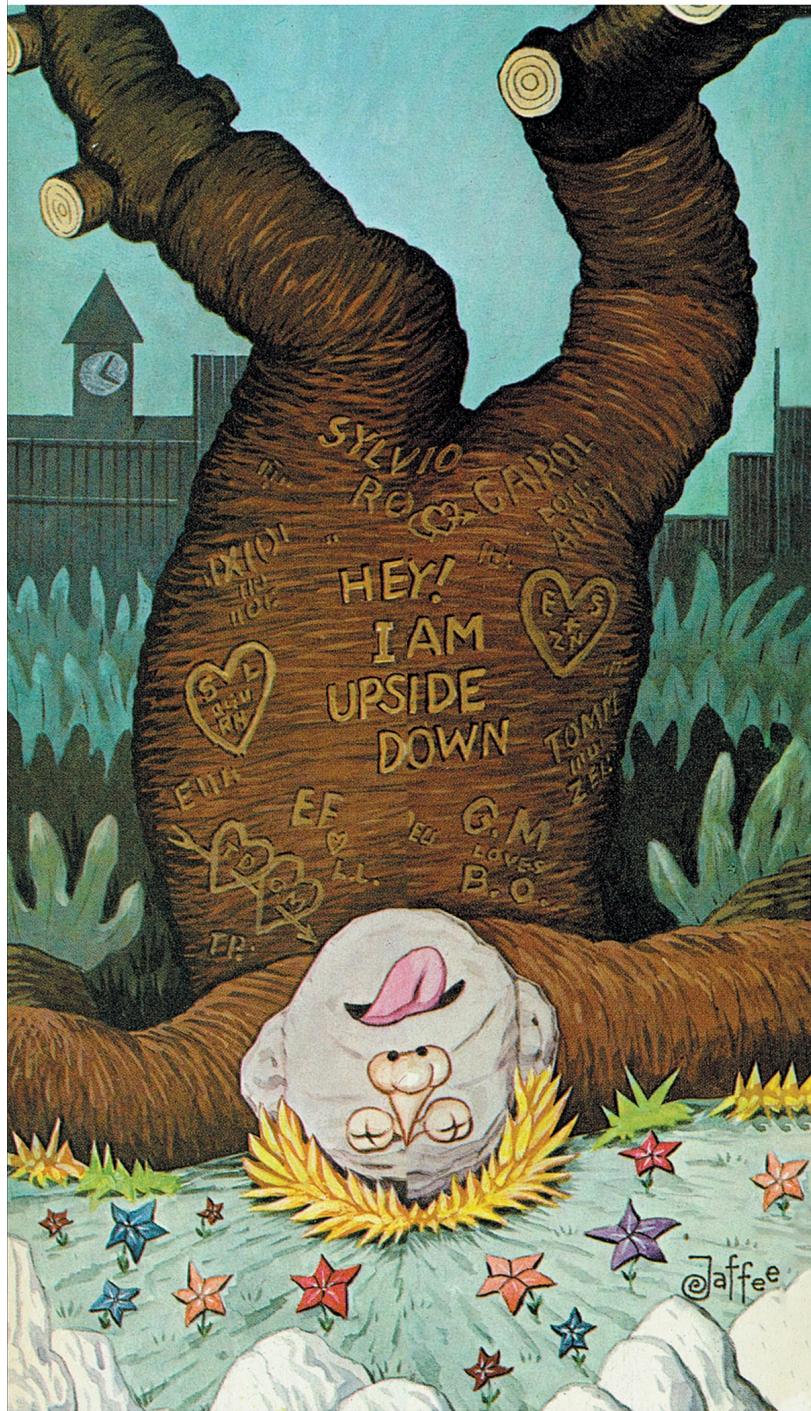
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ROLLER

SKATING!

A ► B



SON OF ULTRON

"THIS FAN...
THIS MONSTER!"

